

BARKS..

By HAROLD BARKOW

SHACKLE THE DICTATORS

The Logan - Walter "anti-dictator" bill pending before Congress is a step in the right direction. It's about time something is done to curb the dictatorial powers of the bureaucrats before "we the people" are completely regimented and lose the last semblance of our voice in government.

John B. Trevor, president of the American Coalition, declares: "The very basis of our American institutions is at stake. You may be the next victim of an autocratic ruling. The Logan-Walter bill, if enacted, will impose some semblance of compliance with the law of the land upon every bureaucrat or he will be confronted with a possible reversal of his action by the courts. Shackle the dictators before they shackle you." Col. O. R. McGuire, chairman of the American Bar Association's special committee on administrative law, says the real issue in the Logan-Walter bill "is the continuation of constitutional government." He continues, "by passing this measure, we will be assured that our laws are under the control of an elected Congress rather than appointive Federal agents and that every man's privilege of a court review on administrative rulings shall not be lost."

GOVERNMENT REPORTS

The loudly voiced objections of the general public to the personal questions of the 1940 census leads us to comment that the private life of the American citizen of today is about as private as the life of a goldfish in a glass case at the New York Zoo—but the householder does not have to divulge nearly so much of his private affairs as the business man must in filing the multitudinous tax, employment and manufacturers reports called for by the State and Federal Governments. Our forefathers considered such personal matters nobody's darn business but their own, and in 1791 passed the 14th amendment to protect the private life within the home from the prying big nose of the government. They enacted a law as follows: "The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no warrants shall issue, but upon probable cause, supported by oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized." Today the government doesn't need a search warrant, a government agent just comes in and you are forced to vouchsafe all the personal information about yourself and your business. He doesn't even have to search to find your secrets.

INDIAN LANDS SALE

One finds many interesting possibilities to dwell the mind upon when one stops to think about the syndicate assertedly headed by Will Hays and its proposal to purchase from the Indians the 49 1/4 sections of land that comprise the Agua Caliente Indian reservation at Palm Springs. It would require a special act of congress to make possible the sale of this land by the Indians.

What would happen to land values in and around Palm Springs if the Indian sections were subdivided and placed on the market? Would it break the market and result in falling real estate prices? There are many unsold lots in Palm Springs today.

Many feel that a syndicate willing to spend more than a million dollars to acquire the land.

ALLEN HALL APPOINTED SPECIAL POLICE OFFICER

Allen R. Hall was appointed a special police officer of the Palm Springs police department on Wednesday night of this week by the city council.

FRANK SHANNON GIVEN VOTE OF THANKS BY CITY COUNCIL

Because he presented each member of the city council and other city officials with beautiful, leather bound copies of the Palm Springs Land Use Plan ordinance, Councilman Frank V. Shannon was given a vote of thanks by the city council when that body convened Wednesday night of this week.

The city donated the zoning ordinance books to the councilmen and other city officials, but Mr. Shannon personally paid for the attractive binding.

The handsome books were printed by the job printing department of The Desert Sun.

Pioneer Newspaper
Established in 1927

Price 11¢

All the News — ALL THE TIME!

Covers Palm Springs and Cathedral City

The Desert Sun

Of Palm Springs, California

Dedicated to the GROWTH, DEVELOPMENT and CONSTANT IMPROVEMENT of AMERICA'S FOREMOST DESERT RESORT

Vol. XIII.—No. 36.

Friday, April 5, to Friday, April 12, 1940

Price Five Cents

NIGHTBALL SCHEDULE

All Palm Springs nightball league games are played on the Field Club diamond starting at 8:00 p. m.

Monday, April 8—Buicks vs. Gardeners.

Wednesday, April 10—Buicks vs. Golf Course.

Kline & Pershing Re-elected to Fire And Police Bodies

Tuesday, the day after petitions were presented to the county supervisors requesting an election to vote on the question of the proposed dissolution of the fire and police protection districts, John Kline was re-elected to the board of fire commissioners of the Palm Springs Fire Protection District and Frank Pershing was re-elected to the board of the Police Protection District.

NO WRITE-IN

The figures for Tuesday's election are as follows: Total ballots cast, 80; John Kline for fire commissioner, 78; Frank Pershing for police commissioner, 76. Neither Mr. Kline nor Mr. Pershing was opposed on the ballot, and no write-in candidate developed, which is unusual for Palm Springs.

It is possible that Messrs. Kline and Pershing were elected to commissions that will be voted out of existence this spring, in the light of what took place in Riverside on Monday of this week.

On Monday City Attorney Roy Colegate presented to the Riverside county board of supervisors petitions requesting the supervisors to set the date for an election in which residents of the Palm Springs fire and police protection districts can vote on the question of dissolving their districts. The two petitions were each signed by approximately 80 names. The county supervisors will check the petitions, and on Monday of next week the board will probably set the date for a (Continued on Page Seven)

NEXT MEETING CITY COUNCIL APRIL 15

The next meeting of the Palm Springs City Council will be held Monday night, April 15, at 7:30 o'clock in the city court room at 480 North Palm Canyon Drive.

Most important order of business at this meeting will be the canvassing of the vote of the councilmanic election to be held Tuesday, April 9.

It is understood the proposed "Palm Springs Sign Ordinance" may be up for consideration on that night. The sign ordinance may not come up for vote that night but may just be thrown open for discussion.

City Council Election Tuesday Don't Forget To Vote!

Next Tuesday, April 9, Palm Springs will hold a councilmanic election. Voters of Wards 1, 3, 5 and 7 will go to the polls on that day to elect men to represent them on the city council. Do your duty Tuesday as an American citizen and BE SURE TO VOTE!

The voting places will be located as follows: DISTRICT 1—Palm Springs Builders Supply. Candidates: Bigley, Boyd and Plymire.

DISTRICT 3—Ambassador Apartments. Candidate: Mayor Boyd.

DISTRICT 5—Grammar School. Candidate: Ray Sorum.

DISTRICT 7—McManus Realty opposite Del Tahquitz.

Candidate: Frank Pershing.

Polls open from 8:00 A. M. to 5:00 P. M.

CALENDAR

Friday, April 5.

9:00 p. m. M.I.A. dance at grammar school.

Saturday, April 6.

8:00 a. m. Start of Annual School Tennis Championship.

Sunday, April 7.

Services at the churches.

Monday, April 8.

8:00 p. m. Nightball at the Field Club.

Tuesday, April 9.

8:00 a. m. to 5:00 p. m. Councilmanic election.

Wednesday, April 10.

8:00 p. m. Nightball at the Field Club.

Thursday, April 11.

12:10 noon. Dinner meeting of Lions Club at Desert Inn.

Friday, April 12.

Afternoon. Finals of Annual School Tennis Championship.

April 19.

Operetta given by pupils of Nellie N. Coffman School at Plaza Theatre.

Woman's Club dance at the club house.

April 25.

8:00 p. m. Lions Club dinner dance at Desert Inn.

Death Claims Village Indian Moreno Patencio

Old Moreno Patencio, well liked and respected member of the Agua Caliente band of Indians, passed away in his home on the Palm Springs reservation a little before 6 p. m., Sunday, March 1, at the ripe old age of 75. Death was due to a heart attack.

Death came suddenly and unexpectedly. He was resting before supper and passed away quietly in his sleep without suffering.

The body was taken to Emerson's Funeral Chapel at Beaumont, but it was returned to Palm Springs Monday for the various Indian ceremonies at the fiesta house, prior to the funeral services held in the little Catholic church on the reservation.

The Indian ceremonies at the Fiesta house started at 3 p. m., Monday, continued throughout the night and until 2 o'clock on Tuesday afternoon. There was much singing, chanting and feasting.

The funeral service was held in the little reservation Catholic church at the east end of Andreas Road at 2 p. m., Tuesday. Requiem mass was said by Father Cowhig of Our Lady of Solitude church. He was buried at the Indian cemetery on section 14.

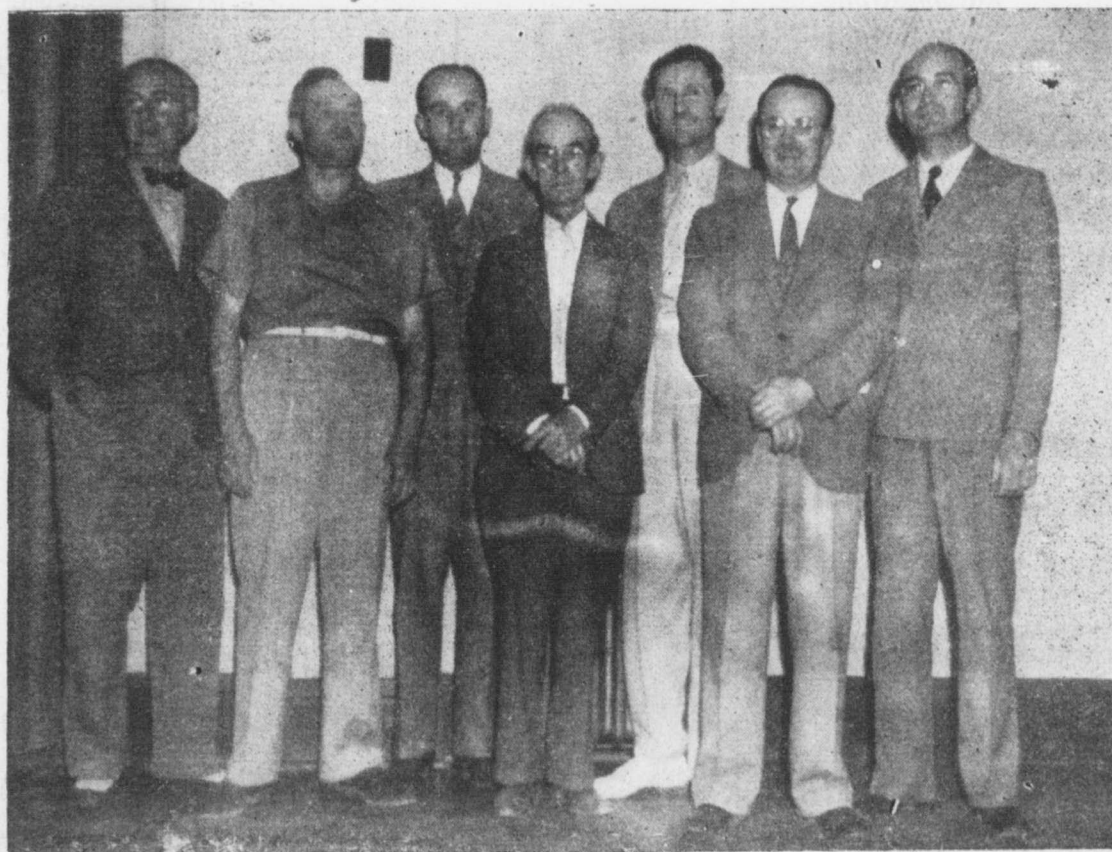
Old Moreno Patencio was known as one of the finest workers on the local reservation. In fact, he worked in Palm Canyon the day prior to his death, and he was slated to work again the following Monday.

Death, which occurred some time prior to 6 p. m., was unexpected. He had been treated by a doctor last year and told to take it a little easy, but otherwise he was quite well.

He is survived by two brothers, Francisco and Albert Patencio, both of Palm Springs; three daughters and one son.

Interest Centers Around First Ward In City Election Tuesday, April 9

Palm Springs First City Council



Above is Palm Springs' first city council, elected at the incorporation election held April 12, 1938. Some of these city dads will be replaced by new men in the election next Tuesday, April 9. The men in the picture are (left to right) Austin G. McManus, Alvah Hicks, Mayor Boyd, Frank Shannon, Jack Williams, Dr. Bacon L. Clifton and

Robert D. Murray. Austin McManus resigned soon after the 1938 election in favor of Frank Pershing, who was appointed to the council in his place. Hicks and Williams will not run again and thus will be replaced next Tuesday. Pershing and Mayor Boyd are up for re-election and are unopposed. The terms of Shannon, Clifton and Murray do not expire this year.

APRIL PROMISES TO BE REALLY BUSY MONTH FOR HOTELS OF PALM SPRINGS

Advance reservations indicate Palm Springs this year will probably enjoy the busiest April in a decade, according to reports from leading hotel men of this desert community. It is stated that local hotels have numerous April reservations from the East along with the reservations from up and down the Pacific Coast, which are always prevalent in the spring.

APRIL-MAY IDEAL

April and May are known as the ideal months in Palm Springs for restful sun-lazing and relaxation. The old-timers say they are the very finest and best months of the entire season. With warm days and balmy spring nights ahead, all the distinct advantages of this unique desert resort will be brought into sharp relief during the coming glorious weeks.

Residents who have lived in Palm Springs during the delightful spring months of April and May, when the desert's beauty is enhanced by wild flowers, verify all the claims of the Chamber of Commerce concerning this most desirable time of year. "Stay through April and May and really enjoy the desert at its best; you will avoid the coastal fogs and will afford yourself a healthy, happy setting for the spring weeks to come," this is the recommendation of the habitual late-season fogs.

Fogs at Coast

It is generally conceded that April and May are disagreeable months along the sea-coast and at the mountain resorts of Southern California, due largely to the spring fogs so prevalent during these months. At the same time that it is cold, damp and foggy at the beach and mountain resorts, Palm Springs is enjoying its most delightful sunny weather.

The late-blooming varieties of desert flowers are also in full bloom during April and May, adding to the beauty of the desert. After the strain, hustle and bustle of the season proper, with its gay parties, Field Club events, dances, golf and tennis tournaments, artist series and numerous (Continued on last page)

Highway Comm. To Study Valley Road Needs

Frank Shannon has been cross-up in his plan to bring the State Highway Commission to Palm Springs this month to prove to it the need for a better road into this resort community from U. S. Highway 99, according to word received here this week.

When the highway commission visits Riverside county this month for the first time in nearly 10 years, it plans to hold a luncheon meeting at Indio on Thursday, April 18, the day Mr. Shannon wanted to entertain the commissioners in Palm Springs, it is reported. However, Mr. Shannon hasn't given up hope yet of bringing the commission members to Palm Springs while they are in Riverside county, and he is still (Continued on Page Ten)

RIFLE AND PISTOL CLUB TO BE ORGANIZED SOON IN PALM SPRINGS

A group of Palm Springs and Coachella Valley men will meet in Palm Springs some time within the next 10 days to discuss the proposal of forming a combination rifle and gun club here with a charter from the National Rifle Association. From present indications the formation of such a group in Palm Springs is almost assured.

ACTIVE LEADERS

Most active in the movement are the following: Harry Mann, Max Belanger, Lyle Pressey, Bill Ibach and Floyd Bigley, all of Palm Springs; and Pat Bennett and John Vevers of Coachella.

Since the first of the season this group of men have been making plans for the formation of a gun club here. In the meantime they have been competing with the San Geronio Rifle Club in rifle matches at Palm Springs and Banning, which has stimulated interest in the proposed formation of a group in Palm Springs. Move Valley Club Here

A suggestion came from the Coachella Valley recently which has simplified the formation of

Mayor to Get Big Vote Of Confidence

With principal interest centered around the First Ward, where three candidates will fight it out to succeed Councilman John W. Williams, incumbent, voters of Palm Springs will march to the polls next Tuesday, April 9, for the first municipal election since the village was incorporated in April of 1938.

Heaviest voting is anticipated in Wards 1 and 3. The vote will be very heavy in the First Ward because of the competition for the right to succeed Councilman Williams, who is not a candidate for re-election; and in the Third Ward it is believed a large number of citizens will turn out to give Mayor Philip Boyd a rousing vote of confidence.

No Competition

In each Ward 5 and 7 there will be but one name on the ballot. Interest is expected to lag in these two wards because of lack of competition.

The election next Tuesday will only be held in a portion of the city's wards; namely, 1, 3, 5 and 7. Only the odd-numbered wards will go to the polls this spring to elect councilmen to represent them.

The Line-Up

The line-up for Tuesday's election will be as follows:

First Ward—Three names will be on the ballot in Ward 1, Floyd Bigley, H. Lawson Plymire and Thales S. Boyd.

John Williams, the incumbent, is not running. Polls will be in the office of the Palm Springs Builders Supply.

Third Ward—Only candidate on the ballot will be Mayor Philip Boyd. Polls will be in the Ambassador Apartments on North Indian avenue.

Fifth Ward—Ray Sorum, building contractor, will be the only one on the ballot. Alvah Hicks, incumbent, is not running for re-election. Polls will be at the grammar school.

Seventh Ward—Frank Pershing, incumbent, only candidate on the ballot. Polls will be in the McManus Realty office on South Palm Canyon Drive, opposite Del Tahquitz Hotel.

No Absentee Ballots

Absentee ballots will not be issued for the city election next week, it is reported.

The polls will be open from 8 a. m. to 5 p. m., Tuesday.

The city council will canvass the results of the election on Monday night, April 15, sitting at 7:30. This meeting will be held in the city court room at 480 North Palm Canyon Drive.

(Continued on Page Six)



The Desert Sun

of Palm Springs, California
CARL BARKOW, Publisher
HAROLD BARKOW, Editor

NATIONAL EDITORIAL
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EDITORIAL

ABOUT ANONYMOUS LETTERS

The Desert Sun cannot and will not print anonymous letters, especially if they dwell on controversial subjects.

This newspaper refuses to be the scapegoat for individuals who desire to put over their pet propaganda but who lack the intestinal fortitude to back up their own convictions.

The columns of this publication are always open to those straightforward men and women who come out in the open and sign their names to the messages that they wish to put across to the public. Signed letters of not over 150 words are always acceptable to the editors of this paper.

Hardly a week goes by that we do not throw two or three anonymous letters in the waste basket, WHERE THEY BELONG. This would have been avoided if the letters had been signed.

YANKEE DIPLOMACY

Uncle Sam's Navy has a glorious fighting reputation. And now it seems glorified as well as acclaimed for top-flight diplomatic genius. Since the Navy has been patrolling the 300-mile "neutral zone" off the Atlantic Coast, the main worry has been that a German submarine might sink some American or other neutral ship in the zone and raise international hob. So now, when a patrol ship sights a sub, it radios the exact location—not in American naval code, but in plain English—thus incidentally notifying every British warship within hundreds of miles. That procedure is making the zone so dangerous for German subs that they are beginning to clear out and stay out!

Nothing unneutral or wrong about it, according to sea lawyers. Americans have a right to radio in their own tongue. And it's a coincidence that it's also the language of Britishers.

WARNS AGAINST FOES OF ADVERTISING

Communism has launched an attack against advertising, to destroy America's free press and free speech, as a step toward ultimate socialization of the government, it was asserted by Walter E. Botthoff, president of the Standard Rate and Data Service, in an address before the Chicago Federated Advertising Clubs on March 1.

"I have in my hand a volume of testimony before the Dies committee on un-American activities," he said. "It discloses there are 640 national organizations in this country tied to the red movement."

"The ultimate purpose of these groups is to destroy our system of private enterprise and substitute a socialistic form of government and a procedure of business regimentation such as many of you have never dreamed possible."

"You may rest assured the list includes many organizations that are bent on destroying advertising."

"There are men in the federal trade commission and the department of agriculture who hate national advertising. They want to destroy it because national advertising supports the free American press and the free American radio."

Letter to The Desert Sun

Editor Desert Sun:

Dear Sir: I have been asked why I am going to vote for Commander Thales S. Boyd for Councilman in District No. 1, and with your permission I would like to answer that question through the medium of your paper.

Commander Boyd is a man of broad and varied experience in public affairs. He knows his way around. The type of work he has done as an industrial engineer in making surveys of large commercial institutions gives him an experience which would be invaluable in a young and growing city. His ability in matters of civic importance has already been recognized in our community in the fact that he has been elected to the post of Chairman of the Hospital Committee and has played a large part in the annual Americanism program for youth. He has given freely of his services to our city without thought of reward. Already he has proved himself. It is not easy to find a man of such calibre in a city of our size, and I say let us grab him while the grabbing is good.

Furthermore, he is independent. He is nobody's man nor the man of any group. He is not tied-up nor has he any business associations which might be a hindrance when any important decisions have to be made among electors in his own district.

He has convictions—intelligent convictions—with the courage and ability to express them. And with all his independence of spirit, he knows how to work with others. He is a good co-operator.

And he is a man of action; a leader, not a follower. Last year he was called in to make a survey of the garbage collection situation. He got busy at once and made a thorough-going job of it. It required three weeks to do it. He rode the garbage truck every day, and anybody who can take the whiff isn't lacking in intestinal fortitude. He collected data and handed in a valuable report to the sanitary committee which became the basis for much of the improvement which is found in the department this year.

As a commander he has been drilled in energetic action, solid character and leadership. For these and other reasons it is my opinion that he would make a valuable asset to our City Council.

Very truly yours,

B. B. WEATHERALL.

Pageantry of the Desert

(By W. CHARLES TANNER)

Captain Hernando de Alarcon, Discoverer of Our Desert. This year is of particular significance to Palm Springs, it being the fourth centenary of the discovery of our California (Colorado) desert by the invaders of the new world, when, in 1540, just four hundred years ago, the adventurous Captain Hernando de Alarcon floated his three caravels over the sand bars at high tide, anchoring at the delta of the Colorado river and ascending in small boats, with the aid of the Yuma Indians, to somewhere near Needles, while on the lookout to the east for Coronado in his futile search for the mythical seven cities of Cibola: the quest of which was one of the most romantic historical pageants of the early conquest of America.

Four hundred years ago the first white men looked longingly over the desert sands this side of Yuma, gazing toward the distant mountains with fevered imaginations stimulated by the vague fantastic stories of the native Indians and the lurid dreams of a few lone wanderers in their greedy search for the land of plenty; for cities of fabulous wealth; chieftains of great power and influence, far greater, according to some of the romancers, than those of Mexico and Peru, from whom such vast fortunes had been wrested; cities where the common utensils were made of gold and gold ornaments were worn around the necks and hung from the ears of the dwellers in these imaginary realms lying far over the sand dunes along the western coast in the unexplored lands beyond the horizon.

Although de Alarcon and his Spanish adventurers were the first to behold this enchanted land of mystery and promise as they encountered it from the desert side, the official discovery of California is accredited to Captain Juan Rodriguez Cabrillo two years later in 1542, when in his exploration of the Pacific coast in his search for a northern passage to Europe, he landed at San Diego Bay. Nevertheless, the exploration of the eastern boundary of California by de Alarcon antedated Cabrillo's official acquisition of the land for the Spanish crown.

Deterred from venturing westward by the shifting sands and by their commission to collaborate with the land expedition under the command of Coronado, who had turned eastward in his fruitless search, de Alarcon erected wooden crosses along the Colorado river but left no permanent marks nor do the records establish just how far his exploration extended up the swift stream, but "85 leagues" took him, no doubt, to a point where the canyons begin.

Some of the Spanish exploiters traded for a few years with the friendly Indians of Arizona and California, their boats laden with wares of exchange, with "corne and other seedes, hennes and cockes of Castile"; but found the sandy wastes across from Yuma quite impenetrable; not to be crossed for more than two centuries, when Captain Juan Bautista de Anza led the first exploration expedition across the desert in 1774, to supply the Missions, being founded and built by Fra Junipero Serra from San Diego to San Francisco.

My mural decoration on the north wall of the de Anza dining room at the Desert Inn tells the story of de Anza's two expeditions, in 1774 and 1775, when he crossed the desert 234 years after de Alarcon's exploration of its eastern boundary four hundred years ago.

Palm Springs should, before the year is ended, make some note of this Fourth Centenary of the discovery of our glorious desert by the romantic de Alarcon, whose course along our eastern boundary was incidental to his otherwise fruitless advance into the new world, as Cabrillo's exploration of the coast two years later was incidental to his major purpose of finding a northern passage to Europe.

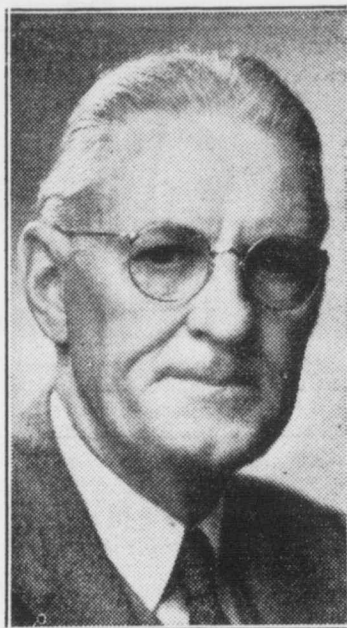
THE PLIGHT OF FINLAND

To people living as we are here in America, secure in our property rights, in our personal freedom, our right of religious worship as we please, free to follow any avocation we may choose, it is indeed difficult to visualize the unhappy plight of those citizens of Finland, 1,000,000 men, women and children, who are forced to evacuate their homes and possessions in the areas ceded to Russia by the peace treaty of last week.

According to a broadcast from Finland, no coercion is being used to bring about this evacuation, but the people do not care to live under Russian rule and are trekking to new locations, carrying with them what personal possessions are possible in the dead of winter. Truly a great tragedy which has befallen a courageous people through no fault of their own other than they desired to live their own lives in their own manner and in the whirl of modern dictatorship and aggression, became the unhappy victims of a foe which knew no mercy.

Words of sympathy and understanding we are well aware, are wholly futile as a solvent for the present status of the Finns, but we believe the American people will continue their financial assistance until such time as all possible rehabilitation has been brought about. This not only for the 1,000,000 evacuating ceded territory, but also for the half million which had been driven out of the zone of military operations where all possible damage and destruction had been accomplished by the Soviet bombs and artillery.

And thus is marked the fate of the little nation which made one of the most glorious defenses in all history in behalf of its own and the world's democracies.—Written by Lou Benshoof, Detroit Lakes Record.



R. A. MOORE

Moore Announces For Superior Court

Justice of the Peace R. A. Moore of Riverside last night formally announced his candidacy in the August primary election for superior judge, department one.

In his announcement Judge Moore pointed to his record of service both in his own court and also as acting judge of superior court during the past several years on designation of the state judicial council.

Judge Moore's statement of candidacy follows:

"In response to suggestions of many of my friends I have decided to be a candidate for judge of the superior court, department one, of Riverside county, at the primary election, August 27.

"For more than ten years I have presided over the justice court (class A) of Riverside township, which has county-wide jurisdiction. During the past eight years I have spent more than a fourth of my time presiding over the superior court. With this experience I feel that I am familiar with superior court work.

"A public office is a public trust; I have, therefore, tried to act courteously, fairly, honestly and impartially. If elected I shall endeavor to perform the duties of the office to the best of my ability as in the past."

BARKS..

By HAROLD BARKOW

(Continued from Page One)

lion dollars to purchase the Indian reservation lands would also be prepared to spend thousands of dollars to clean up and improve the property and to merchandise it by extensive advertising all over the nation. Would extensive radio, newspaper and magazine advertising campaigns attract a sufficient number of new people to Palm Springs to take up the slack and thus create a ready market for all this new real estate? If so, would real estate prices go up rather than drop?

Is there enough water here to take care of all the additional land if and when it is all built up with homes? Some say that Palm Springs could join the Metropolitan Water district and thus obtain water from the Colorado River aqueduct a few miles north of here.

Would the Indian baths become a famous spa with a mammoth hotel erected at the site of the hot springs? Would Indian avenue become the Main street of Palm Springs? Would the advertising and merchandising done by the syndicate stimulate this resort to grow to a city of 10 or 15 thousand people or more? The possibilities are endless.

Some villagers "in the know" report the syndicate has indicated it would possibly turn Palm Canyon and the other scenic canyons now owned by the Indians over to the federal government for a national park, or it might give the canyons for a state or city park.

Robert Ransom, prominent Palm Springs real estate broker, is alleged to be the local representative of the syndicate said to be headed by Will Hays, the movie czar. What the syndicate has offered for the local Indian lands has not been divulged, but at one time the Indians wanted in the neighborhood of two millions dollars for their lands. A sale of the lands was nearly made a few years ago.

As yet Congress has not passed a bill which would allow the Agua Caliente band of Indians to dispose of their lands. Whether Congress will take such action is only a matter of conjecture here. However, the proposed purchase of the Indian reservation is an interesting subject for discussion and to think about—for the possibilities that might result are endless.

THE COUNTY AT A GLANCE

SAN JACINTO

San Jacinto now has a Girl Scout council with the addition of two Catholic troops designated as Troops 5 and 6. The San Jacinto council was organized at a meeting Monday night.

Miss Norma Northberg of the national staff who visited San Jacinto March 12 gave permission for the formation of a council. The growth from 14 Scouts a year ago to the present six troops with 61 Scouts registered has made the council possible.

BLYTE

With the announcement Tuesday afternoon by the state department of public works at Sacramento that R. J. Daum of Inglewood was the low bidder for construction of the new agricultural quarantine station at Blythe, the way was once more opened for start of work on the structure.

Daum's bid was \$25,208, according to the report from Sacramento.

INDIO

Directors of the Indio Chamber of Commerce Wednesday unanimously advocated the improvement of the North Shore highway as the principal feature of a county road program to be passed on to the County Chamber of Commerce highway committee.

BEAUMONT

Beaumont's sewer system will be extended to take several additional blocks near Palm avenue and also to serve the new elementary school now under construction, according to authorization given the mayor and clerk at the council meeting Wednesday night to sign the necessary agreement with the WPA.

The sewer as planned will extend easterly along Sixth street from the present sewer line crossing Sixth street in the alley between Maple and Orange avenues, as far as the alley between Palm and Chestnut. There will be a line from Sixth street to Eighth street down the alley between Palm and Chestnut streets and a line from Sixth street northerly in the alley between Maple and Palm avenues to a point north of Seventh street

where it will serve the new school building. The lines will give service to many residences and unimproved lots. Cost of extension will be born by a charge of \$25 against each abutting lot, which will defray costs of materials used in the project.

ELSINORE

Approval of the 1940 street improvement program which has been designed by the Elsinore city council was announced to that group Monday evening of last week when a communication from District Engineer E. Q. Sullivan of the Division of Highways of the State Department of Public Works was read. The work of oiling and resurfacing the several local streets included in the program will be done during the late spring and early summer.

This program covers a distance of 1.54 miles and for which there is a tax fund from the quarter-cent gas tax fund of \$2,965.11, paid to Elsinore by the state of California from gasoline tax funds. A resolution was adopted by the council accepting the memorandum and providing for this work.

COACHELLA

Establishment of a Coachella Valley community hospital to take the place of the present private hospitals has been under consideration for the last two months or more and is gradually taking definite outline.

All physicians and surgeons of the Valley, including those interested in the present hospitals, favor the community idea and are cooperating to assist in carrying out the plan.

The Coachella Valley Lions Club is taking the lead in the activity and is being given support by all other civic and social organizations of the community.

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(Political Advertising)

VOTE FOR PLYMIRE Precinct One

* Political Science — A. B. Stanford.

* First-hand knowledge on municipal government as assistant to former City Manager Edie of Berkeley, Calif.

* Formerly Central American agent for Consolidated Chemical Industries, Farmers National Grain Corp.

* Now owner and manager the Mira Monte Hotel and Apartments.

Plymire unconditionally advocates that his district — Precinct One — is entitled to and should receive greater tax benefits than any other Palm Springs district

BECAUSE . . .

PRECINCT ONE HAS A LARGER NUMBER OF VOTERS AND TAXPAYERS !!

VOTE

FOR

PLYMIRE

ON APRIL 9th

Largest and Best Selection
of Guaranteed

Used Cars

BUICK

Sales and Service

EXPERT REPAIR DEPARTMENT

TIRES AND OTHER ACCESSORIES

Desert Inn Garage

Automobile Club of Southern California
Official Garage

Phone 4001

Excited Father Forgets Name of New Baby Son

The story of a father who rushed to Riverside this week because his wife was on the verge of presenting him with another offspring and who after the fine, husky baby boy was born returned to his office in Palm Springs in such a fit of excitement that he forgot the name of his new son before he arrived back in the village; that's the story unfolded this week around Wesley M. Gray, assistant manager of the Royal Palms Hotel.

A handsome 8½ pound baby boy was born to Mr. and Mrs. Gray at five o'clock Wednesday morning in Riverside. The parents named the baby before the father returned to his job here. However, when this reporter asked the father Thursday morning what they had named the baby, Mr. Gray blushing admitted he had forgotten it in his excitement. He did remember the sex of the baby, however.

When asked if he knew what hospital the baby was born in, Mr. Gray remarked, "I sure do."

"The best hospital in the country, the Riverside Community Hospital."

Papa Gray reports that Mrs. Gray and the new baby are both doing well. He stated they will not return to Palm Springs this season, but that he will take them to the beach as soon as they can stand the trip from Riverside.

Pick Pocket Suspects Bound Over to Superior Court

Alfreda Cost, 28, and McLedus Leaden, 21, both Negroes, arrested at Beaumont on the night of March 17 as suspects in connection with a series of pickpocket crimes committed here in Palm Springs, were held to answer to the Superior Court of Riverside county on a felony charge of pickpocketing when they were brought before Judge Albert R. Hoffman Tuesday of this week for preliminary hearing.

The Los Angeles Negroes were arrested by Officers Mull and Dobkins of the Beaumont police department on the night of March 17. They were returned to Palm Springs and placed in jail charged with "wilfully, unlawfully and feloniously taking from the person of Charles E. Sheve an envelope containing eleven dollars." When arraigned before Judge Hoffman on March 21, they both pled "not guilty." Bail was set at \$5000 each.

They were represented by Attorney Shaw of Riverside.

According to Palm Springs police, a woman pickpocket answering the description of Alfreda Cost, operated here off and on for about five weeks. The first job was pulled on Feb. 24, and the last on March 17, it is said; and four or five men have been relieved of their money during that period, police assert. On two different occasions the pickpocket got sums of approximately \$100, police report, on another evening she got \$11 and one time she only lifted one dollar from her victim's pockets.

Turonnets Fly Pan American To Argentina

Mr. and Mrs. Armand V. Turonnet of 734 Prescott Drive, Palm Springs, left Glendale at 3:30 a. m., Thursday, bound for Bahia Blanca, Argentina, on a 9,757-mile trip by Pan American Airways.

Mr. Turonnet is making the trip to the South American metropolis to represent the heirs living in the United States of the late Leon Indart, Argentine cattle king, who passed away last November, leaving a huge estate. Senor Indart's vast rancho is one of the very large "estancias" of the pampas on which grazes 21,000 sheep and goats and several thousand head of cattle. The rancho starts in the pampas and extends way down into Patagonia.

Leaving Glendale at 3:30 Thursday morning, the Turonnets arrived at Mexico City at 5:30 that afternoon, where they spent last night. Late this afternoon (Friday) they arrived at Guatemala City, where they will spend tonight.

Tomorrow (Saturday), the Palm Springs couple will fly to Cristobal, there to sleep Saturday night, going on to Guayaquil, Ecuador, on Sunday. That night they will spend at Guayaquil, and Monday they sail on south to Africa, Chili.

After a night in Africa they take off Tuesday morning for the flight over the Andes into Argentina, landing at Salta, Argentina, for Tuesday night. Wednesday they continue on to Buenos Aires, landing there at 1:30 Argentine time. (This would be 1:30 p. m. U. S. standard time. In Argentina the hours are 1 to 24, 24 o'clock corresponding to midnight here.)

The Turonnets plan to spend several days in Buenos Aires before continuing on to Bahia Blanca, their final destination, a distance of some 400 miles by train. Bahia Blanca, a city of over 100,000 population, is a meat packing center of Argentina, second only to Buenos Aires. In Bahia Blanca are located the metropolitan offices of Leon Indart, Ltd., the corporation headed by the late Leon Indart. Bahia Blanca is a modern city with two daily newspapers printed in English and numerous "frigorificos" (packing houses), some owned by American meat packing companies.

When asked if they would be back in Palm Springs next season, Mr. Turonnet stated they hoped to return by that time but continued by saying that it might be two years before they return to America.

Mr. and Mrs. Armand Turonnet have been coming to Palm Springs for six seasons. Their home is located in the Merito Vista Tract.

F. Courtemanche Called By Death

Frank Courtemanche, proprietor of the Palm Canyon Drive Picnic Ground and Trailer Court, passed away at three o'clock last Sunday afternoon, March 31, following a long illness.

The funeral service was held at Los Angeles on Monday, and burial was also in town.

Mr. Courtemanche was 61 years of age. He was born in Canada in 1879, and has resided in Palm Springs for many years. He is survived by his wife, Mrs. Amelia Courtemanche, and by a brother, Dr. Russell M. Gray, his physician, reports that Mr. Courtemanche had been ill for many months.

Pay Telephone Bills before the 30th and receive your discount.

HOT SULPHUR BATHS AT HOME!

Benefits Like at Natural Hot Springs—New Scientific Formula Relieves Pain

RHEUMATISM ARTHRITIS, NEURITIS, GOUT

New scientific formula now makes possible benefits similar to the world-famous Natural Hot Sulphur Baths right in your own home at very small cost. You simply empty a 4-oz. of SULFUR-AID-21 in a tub of hot water and let Nature do the rest. If you don't enjoy blessed relief from the aches and pains of your Rheumatism, Arthritis, Neuritis or Gout, return the empty vials and any unused vials and we will refund your money.

Trial offer 3 vials, \$2; full course, 21 vials \$10. Step in and ask for FREE booklet on SULFUR-AID-21.

The Village Pharmacy
Phone 4321

Georgia Press Hops on Political Candidates Seeking Free Publicity

Members of the Georgia State Press association, meeting in regular semi-annual convention late in February, passed a resolution calling it an "unfriendly" gesture on the part of political candidates to send into newspapers requests for free publicity stories without also using paid advertising space. The resolution adopted by the newspapers of the state of Georgia reads in part as follows:

Should Advertise Also
"Georgia publishers consider it an unfriendly act on the part of candidates for public office to use other paid advertising media to the exclusion of newspapers, and at the same time to request free publicity from newspapers."

Following this up, the Georgia Press association circularized the member newspapers as follows:

"We enclose with this mailing a return postcard, and request that you sign this for your newspaper and return it at once. These cards will be shown prospective candidates for office as indicating the views of Georgia newspapers. We hope it will have some effect on those candidates who plan to use direct mail, the radio, and other paid media, and who hope to get free publicity printed in the newspapers without any paid advertising."

"Please return this card at once, as many candidates are already laying their plans for the campaign. Publicity salesmen, radio salesmen, job printing salesmen, and others are constantly approaching the candidates with a sales talk."

Time to "Get Tough"

"We urge that you inform your friends among the candidates that newspaper advertising will be their most effective method of reaching the people this year. The time has come for publishers to 'get tough' about this matter, and insist on their rights. Let's not 'beg' this year. Make your letters to candidates plain that newspapers will not look with favor on any candidate who uses competing media and hopes to 'sneak in the back door' of the newspaper via free publicity."

"A successful candidate in the county-unit system of voting in Georgia must have the support of newspapers. They will use the 'front door' of paid advertising if the back door is locked."

Won't Run Free Stuff

A Virginia publisher, Thornton Tice of the Narrows News, has written the Virginia Press Association that when he receives free publicity matters he bundles it "all back up" and mails it back to its originator together with a small card listing four reasons why a newspaper should not give free publicity. His reasons are as follows:

"(1) Because the printing of advertising matter as news is a betrayal of trust to its readers; (2) because all advertising patrons should be treated alike; (3) because no one can sell a thing which they are at the same time giving away; (4) because if an

Nellie Coffman School Prepares For Operetta

"The Forest Prince," an operetta in three acts, will be presented by the eighth grade of the Nellie N. Coffman school at the Plaza Theatre, April 19.

This production is being given in place of the traditional class play and it is felt that it is one of the most worthwhile projects put on by the school. Miss Kathleen Rye is directing the music and Holly Last Visel is director in charge of production. All lighting effects and settings will be under the supervision of Donald Cole.

Miss Era Franklin's art classes have done all the designing of costumes and posters. The making of the costumes will be done by Minette Scavardo's sewing classes. Dances are being supervised by Moya Fildew.

Noted Politician Vacationing Here

For twenty-four years a member of the House of Representatives, Bertrand H. Snell of Potsdam, New York, has retired and is vacationing in the West. He has been a guest this week at the Desert Inn, accompanied by Mrs. Snell, their daughter, Sara Louise Snell, and friends from Los Angeles, Judge and Mrs. Emmet H. Wilson and Emmet Wilson, Jr.

Mr. Snell was leader of the Republican party in the House for ten years, and is a prominent figure in the nation's politics. When quizzed about the probability of Roosevelt's third term, Mr. Snell declared that the President will probably not run if his party splits, and that very thing seems to be happening now. On the other hand, Snell claims if he does run, he will declare himself a candidate only at the last minute, thus eliminating a long period of competition with other candidates in the field.

Enjoying golf and sun-lazing, Mr. Snell expressed his great enthusiasm for Palm Springs and the desert, which he has never visited before.

Mr. Snell is president of New York State Oil Co., and director of the following corporations: Northern New York Trust Co., Watertown, N. Y.; Gould's Pumps Inc., Seneca Falls, N. Y.; Agricultural Insurance Co., Watertown, N. Y.; and Chazy Orchards, Chazy, N. Y.

Let us see to it that our lives, like jewels of great price, be noteworthy not because of their width, but because of their weight.—Seneca.

Advertiser can be induced to use newspaper space only by large concessions, then that newspaper is too weak as an advertising medium to engage the respectful consideration of advertisers."



FOR SALE Best Offerings

- 1.—Smoke Tree Ranch Lot \$2000. Ownership would carry with it use of pool, courts, as well as enjoyment of social life, etc.—privileges worth as much as the lot.
- 2.—Adobe House and five acres, attractively improved with dates, citrus fruits, figs, grapes, alfalfa. Good barn with box stalls, exercise lot for horses. \$12,000. Will take part trade.

Raymond Cree, Broker
Opposite Desert Inn Phone 5174

City to Call for Bids on New Motor Grader

The city council this week passed a resolution that the city should advertise asking for bids on a new gasoline motor grader. The specifications have been prepared, and bids will be called for right away.

The city wants to purchase the new motor grader for the street department on a two-year purchase plan.

A representative of the J. D.

Adams Company of Indianapolis, Indiana, appeared before the council Wednesday night and requested permission to show motion pictures to the council of an Adams motor grader at work. Permission was granted, and the councilmen enjoyed a very interesting movie of a motor grader in action under various road conditions.

The Adams representative informed the council that 86% of the incorporated cities of California maintain their streets with motor graders.

Why should there not be a patient confidence in the ultimate justice of the people? Is there any better or equal hope in the world?—Abraham Lincoln.

OPEN SUNDAY



THIS MONTH Safeway completes its twenty-fifth year of leadership in the retail food industry. The Safeway idea has always been to cut down waste in distribution . . . to bring our customers time foods at money saving prices. Check these values to see what we mean.

Every department has outstanding values for your selection. Our stores are chock full of Silver Jubilee specials. Shop and save at your neighborhood Safeway now!

Nob Hill Coffee Finest quality blend. See it ground; know it's fresh.	per lb.	17¢
Fancy Peaches Castle Crest. California clings. Sliced or halved.	No. 2½ can	12¢
Soda Crackers OR GRAHAM CRACKERS. Guthrie's, fresh-baked.	1-lb. box	10¢
Cream Cheese Dairyland brand, American Cheddar. Fine flavor.	per lb.	22¢
Strained Honey Blossom Time, pure strained honey. Economy can.	5-lb. can	37¢
AIRWAY COFFEE Ground to your order. 1-lb. can.	per lb.	12¢
HERSHEY'S COCOA 8-oz. can.	per can	14¢
GRAPEFRUIT JUICE Town House. 3 cans.	per can	17¢
TABLE SYRUP Sleepy Hollow. 12-oz. can.	per can	15¢
DARK KARO SYRUP Blue Label. 1½-lb. can.	per can	12¢
PEANUT BUTTER Beverly. 1-lb. jar.	per jar	15¢
SANDWICH SPREAD Lunch Box brand. 1-lb. jar.	per jar	21¢
WHITE MAGIC Household idea. 9-oz. bottle.	per bottle	9¢
SU-PURB SOAP Granulated 24-oz. box.	per box	17¢
WHITE KING SOAP Granulated 21-oz. box.	per box	20¢
P & G SOAP For the 3 giant laundry.	per box	11¢
LUX TOILET SOAP For face and hands.	per box	18¢
RED HILL TOMATOES Solid 2 No. 2½ cans.	per can	23¢
SUGAR BELLE PEAS Fancy blended. No. 2 can.	per can	10¢
FANCY SPINACH Emerald No. 2½ Bay brand. can.	per can	12¢
CORNED BEEF Target brand. 12-oz. can.	per can	15¢
Kitchen Craft FLOUR No. 5; 2½-lb. bag.	per bag	21¢
CANNED MILK Cherub. Evaporated. 2½-lb. can.	per can	12¢
SPRY SHORTENING 1-lb. 3-lb. can.	per can	18¢ 48¢

All Fruits and Vegetables SOLD BY WEIGHT

Thousands of thrifty housewives have tried and approved Safeway's modern system of measurement for fruits and vegetables. All sales are "by the pound". It may seem strange at first to see radishes, celery, oranges, etc. go on the scales, but we are sure that you, too, will agree that quantities of produce determined by weight are the most accurate and the fairest. You pay for just what you get, and you know exactly how much that is. Buy produce the modern way at your Safeway store!

Navel Oranges 6 lbs. 15¢

Sweet, juicy, California navels. Choice of sizes.

Carrots ALSO BEETS AND TURNIPS 1 lb. 2¢

Crisp, freshly-washed. Tops removed before weighing.

GRAPEFRUIT Thin-skinned, per 2 lbs. 2¢

NEW POTATOES White, 4 lbs. 15¢

WINEAPPLES Washington 5 lbs. 25¢

AVOCADOS Calavo brand per 15¢

BANANAS Large, firm fruit, per 5¢

PIPPIN APPLES California 7 lbs. 25¢

PRIME RIB ROAST Fully trimmed, per lb. 29¢

PURE LARD Packed in cartons, per 7¢

SHOULDER ROAST Round bone, per lb. 21¢

SKINNED HAMS 22¢

CORNED BEEF Boneless, per lb. 15¢

SHORT RIBS OF BEEF per lb. 10¢

PORK LOIN ROAST Large cuts, per lb. 14¢

RIB BOILING BEEF per lb. 8¢

PORK SPARE RIBS From grain-fed pork, per lb. 15¢

PORK SAUSAGE Un-x-ld. per lb. 19¢

SALT SIDE PORK Excellent for per 10¢

PIECE BACON Choice, per 15¢

SUGAR-CURED BACON Un-x-ld. in 1/2-lb. cello. ea. 10¢

Sliced Liver From grain-fed pork, per lb. 13¢

These prices are effective in Safeway through Saturday, April 6

SAFEGWAY

Sales tax will be added to the retail prices on all taxable items

FREE PARKING

Biggest bargain in a lowest price car

STUDEBAKER CHAMPION

AVERAGED 29.19 MILES PER GALLON OFFICIALLY!

Better looking..Better riding..Better built

Save on gas, oil, tires and mechanical upkeep as thousands of devalued Studebaker Champion owners are doing. A Champion, with expert driver and low-extra-cost overdrive, averaged 29.19 miles per gallon in the Gilmore tests. The Champion—beating all other largest-selling lowest price cars in gas economy by 17% to 29%. Come in and go for a convincing Champion drive. Low down payment—easy C.I.T. terms.

PRICES BEGIN AT \$660

for a Champion coupe, delivered at factory, South Bend.

Studebaker Sales and Service

A. J. JENNER, Owner
1561 N. PALM CANYON DRIVE Palm Springs PHONE 7989

Real Estate

Is a Sound Hedge Against Inflation and Current Bargains Are Going Fast

Three Bedroom, Completely Furnished HOME In Restricted Area

\$6500

TEN ACRES

Excellent Soil With Abundance of Pure Water, Ten Minutes Drive From Village Center

\$1850, TERMS

See

John W. Williams

REALTOR

433 No. Palm Canyon Drive Office Phone 3311 Home 8088

Redlands Glee Club In Concert Here

University of Redlands men's glee club will be presented in concert at the Desert Inn Saturday evening, April 13, at the hotel's dinner dance in the De Anza room.

Circling Southern California in its twelfth annual tour, the organization will present more than thirty programs in Southern California cities. Professor W. B. Olds, director of the club, is known throughout the United States for his special glee club arrangements as well as his ability at directing the club. Featured with the glee club are Hugh Folkins, cellist, Arnold Ayllon, pianist, and the men's quartet composed of Neal McKinley, Bill Fridell, Hugh Folkins and Walter Rabenstein.

RELATIVES OF REV. WILLIAMSON VISIT HERE MONDAY

F. E. Gault and Miss Gertrude Gault, uncle and niece of the Rev. Williamson, former pastor of the Palm Springs Community church, spent Monday in the village visiting friends.

Villagers are no doubt aware that Rev. Williamson is now at 29 Palms and is building a community church there.

• BEFORE YOU LEAVE Place Your Order with

DEERINGS

Weavers of Fine Hand Woven Fabrics

for your

• SUMMER LINENS

or

• FABRICS FOR YOUR FALL SUITS

and

JUDY LANE

Will Give You Distinction in Individually Styled Swim Suits and Other Beach Wear

212 NORTH PALM CANYON DRIVE

Ride a Good Horse

... FOR HEALTH ... FOR PLEASURE

• There is no grander place to ride than the desert at this time of year.

ORDER YOUR MOUNT

— From —

McDONALD'S STABLES

½ MILE EAST ON RAMON ROAD

Haas Insurance Office Moved to New Location

R. W. "Dick" Haas, well known Palm Springs insurance agent who recently purchased the Rufus J. Chapman insurance business, this week announced the removal of his office to the Allen & West real estate office opposite the Desert Inn.

Mr. Haas is a popular local business man. He came to Palm Springs three years ago from Los Angeles and at first had his office opposite the Desert Inn. Later he became associated with Rufus J. Chapman in the insurance business at 398 North Palm Canyon Drive, buying the business from Mr. Chapman only a few weeks ago. Mr. Haas this week returned to his original location in the Colburn Building opposite the Desert Inn.

Dick Haas offers villagers a complete insurance service, including life insurance. He has been in the insurance business for 19 years—in the East, at Los Angeles and three seasons in Palm Springs.

Mr. Haas announced this week that his office will remain open all summer to provide his clients service the year around. It is important, he pointed out, that an insurance agent be in town during the hot summer to watch out for the best interests of his clients.

According to Mr. Haas, an incident occurred in Palm Springs recently which proves that it pays to carry insurance with a reputable insurance company. Mr. Haas had the insurance on an automobile, and the assured borrowed money on the car without notifying him. Just recently the car was totally destroyed by fire. Under the terms of all automobile fire insurance policies there is no coverage if the car is not owned entirely by the assured, unless it is specifically stated in the policy. The company would have been justified in denying liability under the terms of the policy, but the company did not do so. It paid the loss without delay on the basis of the actual value of the car at the time of the loss, which was \$395.

Bang! And the waitress Cinderella woke up. For one deliciously happy week her prince charming ordered her diamonds, furs, silks, a \$50,000 home and everything she asked—and then inquisitive cops came along. Read all about this cruel hoax in The American Weekly, the magazine distributed with next Sunday's LOS ANGELES EXAMINER. hrs

Rapid Rise of Salton Sea Waters Puzzles Coachella Valley Residents

What is making Salton Sea (southeast of Palm Springs) rise so rapidly? Is it just a temporary rise as a result of the heavy rains of the last few winters, or will the rising waters continue until the sea finally swallows up the fertile ranches of the Coachella Valley? In ages past the valley was beneath the sea. This fact is vividly demonstrated by the ancient shore-line clearly visible on the side of the mountain above Indian Wells. Will history repeat itself?

EVERYONE ASKING

All over the Imperial and Coachella valleys questions such as these are being asked by residents.

Grizzled old prospectors with tobacco juice festoons on their whiskers, sportsmen with fast motorboats, tomato farmers and thousands of others all are eyeing California's mysterious inland sea as it plays the latest mad prank in its tempestuous career.

Only last year the water engineers thought they had the Salton Sea "controlled" at its normal level of some 244 feet below sea level.

But since then the water level has been rising steadily until now it is lapping at the doorstep (literally) of Gus Eilers' Date Palm Beach resort and is even threatening to engulf the famous mud geysers which for years have attracted tourists to the Niland region on the north shore.

MANY THEORIES

Everybody has a theory. A pet idea in the Coachella Valley is that the rise has been caused in part by storage water of the Metropolitan Water District running out of the Hayfield Reservoir near Desert Center, some 40 miles from the sea, and making its way by underground channels to the sink.

But the district's engineers declare the little dab of water from Hayfield wouldn't have much effect on huge Salton Sea and that anyway there's an underground dike which would prevent seepage of that kind.

The most logical theory seems to be that the two five-inch cloudbursts which struck the desert last fall are just now making themselves felt.

A FRANKENSTEIN

Here is what the editor of The Desert Sun in his column, "Barks", in the issue of February 2, said about the rising waters of Salton Sea:

"Maybe the All American Canal will turn out to be a Frankenstein to the Coachella

Valley. We called on Gus F. Eilers of Eilers' Resort at Date Palm Beach last Sunday, and he stated Salton Sea is rising so rapidly that he expects his resort to be flooded out completely within the course of several months or a year or so at the most. Mr. Eilers attributes the rising waters to submarine springs fed from the newly-formed Hayfield reservoir and other lakes of the Metropolitan aqueduct. Since these lakes have been filled with water from the Colorado river, the sea has been rising, he states. Hayfield reservoir is located on the other side of a small range of hills at a higher elevation than Salton Sea, and Mr. Eilers seems to believe that waters from this new lake may seep through faults and flow into the sea beneath the surface.

"If Salton Sea is rising rapidly now, what will happen when the All-American Canal starts pouring millions of gallons of water a day into the Coachella Valley? Several times as much land as is now under cultivation in the Valley will be irrigated and put under cultivation after the All American Canal is completed. Even if most of this water does soak into the ground, it can only go to one place—Salton Sea. It will flow underground and into the nearby sea, the lowest place in the valley, through submarine springs. The sea is rising rapidly today without the All American Canal. So who can tell, in years to come after the canal starts pouring its waters into the valley it might be that the sea will rise again and reclaim its own, and the fertile Coachella Valley will be beneath the surface of a vast sea."

RISE RAPID

Water level of the sea is said to be rising about three-quarters of an inch a week.

Since April, 1938, the level of the sea has risen three and one-third feet. Water surface of Imperial Valley's big catch basin is now 241.8 feet below sea level and figures from the Imperial Irrigation District's engineering department indicate that it probably will continue to rise in future years until it has gained several more feet in depth.

ASKS FOR HELP

Eilers of Date Palm Beach has written to the irrigation district to ask help in protecting his "\$50,000 investment" from the encroaching water. It already has risen around many of his trees and is up by his front door.

Salton Sea is the drainage basin for all of Imperial and Coachella valleys, catching also the runoff from the steep-walled Chocolate Mountains north of the sea and from the drainage areas of the south end of the Santa Rosas and the Borego country. Carrizo and the east side of the Lagunas drain into Salton, too, along with Banner Canyon and San Felipe east of Julian.

A lot of water finds its way to the bottom of the sink, besides the waste water from irrigation of half a million acres in Imperial.

FLOODWATERS

Two rivers—the New and Alamo—are the big channels carrying floodwater and waste from farm drains in Imperial to the sea. These rivers empty into the south end of the sea, which is 32 miles long, 10 miles wide and stretches from a point about west of Niland in Imperial almost to Mecca in Riverside County. At the southern border of the sea the land is so nearly flat a rise of a few feet spreads the water over a considerable area.

Eight or ten years ago, the irrigation district began withdrawing lands below the minus 230-foot contour from cultivation. This followed Presidential order withdrawing all public lands below that contour.

RIGHTS PROTECTED

One engineer has recommended withdrawal of all land lying below the minus 220 foot contour, in order to guarantee the drainage basin will be large enough to handle its job. The district has bought Southern Pacific land in and near the sea, to protect its drainage basin rights.

Elmer Hartzog, superintendent of drainage construction and water distribution for the district, has a graph hanging in his office, showing variations in the

FLOYD BIGLEY CANDIDATE FOR CITY COUNCIL

Businessman Floyd Bigley, considered an old-timer of Palm Springs because of his 15 years residence here, is a candidate for election to the city council from the first ward. The election will be held next Tuesday, April 9.

Mr. Bigley is one of Palm Springs' most popular younger business men. He is an active member of the Lions Club and Rescue Club, last season being one of the officers of the Lions Club. The fact that he is very civic-minded is demonstrated by the years he has served on the volunteer fire department.

Floyd Bigley has been a resident of Palm Springs for 15 years, moving here in 1925 from Banning. He is married and has a son in the fifth grade of the Frances S. Stevens school.

Mr. Bigley worked for the Palm Springs Builders Supply Company for a number of years and later opened and operated a gasoline station for that company, finally purchasing the filling station business. He has owned and operated the Gilmore service station on South Palm Canyon Drive next to the Builders Supply for the past five years.

level of the sea. Hartzog says at this time of the year the sea always builds up and in summer the level recedes. Why? Because there's more irrigation and less evaporation at this season and in summer there's less irrigation and more evaporation.

Drainage from all this area around Palm Springs flows into Salton Sea. Drainage from San Geronio Pass, the Whitewater River, Snow Creek Canyon, drainage from the east slopes of the various canyons about Palm Springs and the San Jacinto mountains all finds its way into the huge sea.

TWO REASONS

Superintendent Hartzog asserts the actual rise in Salton Sea is due to two things:

1. There are more and better drains in the valley every year. Every new drain not only takes off water actually turned into it now, but also carries off accumulation of many years in the soil.
2. The effect of last September's rainstorm continues to be a factor in subdrainage reaching the sea. With the sea at a higher level, high westerly winds have blown the water across flats in the vicinity of Mullet Island near the valley's famous miniature volcanoes, which spout steam water and boiling mud. So far none of the mud pots has been submerged at places visited by tourists, district engineers say.

FIGURES GIVEN

Hartzog's reports show these figures for Salton Sea level:

April, 1938	Minus 245.1
April, 1939	243.7
Sept. 1, 1939 (before storm)	244.3
Sept. 16 (after storm)	243.2
Dec. 1, 1939	242.2
Feb. 1, 1940	242.1
March 1, 1940	241.8

As to the future, engineers are not very definite. They say they don't know for sure, but they lean, perhaps, to the opinion that with more acres under cultivation after the All-American Canal is functioning 100 per cent and with hydro-electric plants using water, Salton Sea will receive more water than heretofore.

HARRY WILLIAMS HAS HOUSE GUEST

Harry Williams of Los Angeles is spending a few days on the desert at the home of his son, Harry N. Williams, Jr., Palm Springs garbage contractor. Mr. Williams is here for a rest.

Mrs. Adel Greenleigh of Sacramento is spending a few days in Palm Springs as guest at Andrews Inn.

Pay Telephone Bills before the 30th and receive your discount.

HARRY'S PALM SPRINGS CAFE

A Reliable Cafe with an established reputation for Delicious Cuisine. Featuring REAL ITALIAN SPAGHETTI and Chicken

HARRY'S HEALTHFUL ITALIAN SALAD is a rare taste thrill

In the Heart of Palm Springs

Envelope Back Not for Address Says Gorham

Postmaster R. M. Gorham of Palm Springs this week requested that mail patrons please refrain from using the back of envelopes for return addresses.

According to the local postmaster, this not only causes much delay in the return of undelivered mail to the sender, but it also makes extra work for the post-office clerks. Mr. Gorham asked that people please not instruct their printer to print their return address on the envelope flap.

The village postmaster pointed out that the only correct place for the return address is the upper left-hand corner of the envelope. Use of any other portion of the envelope only delays return and causes unnecessary work for postal employees, he asserted.

NEW BANK MANAGER LEASES HANSON HOUSE FOR TWO-YEAR PERIOD

Mr. and Mrs. J. Paul Russell, the new manager of the Palm Springs branch of the Bank of America, have leased the Peter Hanson house at 986 North Patencia Road for the next season. The residence is located in the Merito Vista tract.

The rental was made through the L. A. Hancock real estate office. The Russells will take possession on April 15.

How an author exile staged his own unhappy ending. The brilliant dramatist acted out his own last and mysterious chapter. Read Adela Rogers St. Johns' article in which she blames his suicide on banishment from Hollywood and his broken romance with a lovely actress. An illustrated feature in The American Weekly, the magazine distributed with next Sunday's LOS ANGELES EXAMINER. hrs

(Political Advertising)

Voters of Ward One ELECT Floyd Bigley

To Represent **You** On the City Council

- POLITICALLY UNATTACHED
- RESIDENT OF PALM SPRINGS FOR 15 YEARS
- PROPERTY OWNER
- AN ALL-YEAR AROUND RESIDENT—WINTER AND SUMMER
- A SUCCESSFUL BUSINESS MAN WHOSE GOOD JUDGEMENT CAN BE RELIED UPON

If you want to be represented by a young man—a man of courage and vision—one who is familiar with the problems of a resort community . . .

Vote For Floyd Bigley

CANDIDATE FOR COUNCILMAN

FROM WARD 1

PALM SPRINGS CITY ELECTION

APRIL 9

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BECAUSE—

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If you need tires now . . . or if you're going to need them soon don't miss this opportunity to get the extra wear and service of this famous Goodrich Tire. Come in now . . . beat rising prices and pocket the savings while this great sale is in progress.

SEE HOW YOU SAVE

\$5.78*	\$6.86*	\$7.84*
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*Above prices include your old tires and are subject to change without notice.		

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Palm Springs

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SPORTS

Over 100 Enter Women's Golf Tourney April 15-17

Over 100 women golfers, many of them top-ranking players, will come to the desert this spring for the Fifth Annual Palm Springs Women's Invitational Golf Championship to be staged on the Desert Golf Course April 15-17, according to word from George Howard, professional.

Already over 100 entries have been received. The entries include such personalities as the following: Dorothy Traug of San Francisco, former state champion; Elizabeth Hicks of Long Beach, defending champion of the local event; Miss Clara Callender of Long Beach; Mrs. Martin Straus of Chicago; Peggy Graham; Mrs. A. H. Means, Salt Lake; and Mrs. Bop Hope, Ruby Keeler, Jobyna Arlen and Mrs. Andy Clyde from the movie colony.

Putting Event

The desert tournament gets under way Monday, April 15, with the putting contest. Qualifying rounds will be played before 1:00 p. m., with the match play to follow. Final 36 holes will be played on Tuesday.

A driving and approaching contest will be held starting at 2:30 p. m. on Monday. Monday will be a practice day.

The championship proper will be staged on Tuesday and Wednesday, April 16-17. The championship will consist of 36 holes of medal play—18 holes on Tuesday and 18 on Wednesday.

Many Prizes

Prizes will be awarded on several flights as follows: "Championship Flight" (handicap 0-11)—low gross, second low gross, third low gross, low net, second low net and third low net. "Palm Springs Flight" (handicap 12-19)—same as championship flight. "Desert Flight" (handicap 20-30)—low gross, second low gross, low net and second low net. Putting Contest—first and second prizes.

The beautiful O'Donnell Trophy will be kept by the three-time winner.

Committee

The tournament committee is as follows: Mrs. Thos. A. O'Donnell, chairman; Mrs. A. H. Means, Mrs. H. H. Timken and Mrs. G. A. Campbell.

Those who have donated prizes for the tournament are: Mrs. H. H. Timken, Mrs. A. H. Means, Mr. Leland de Graff, Mr. Thos. A. O'Donnell and Mrs. George Ring.

INDIAN BATHS AND PALM CANYON BUSINESS GOOD

From the standpoint of revenue, the month of March, 1940, was the biggest since the Federal Government has been keeping records of the business enjoyed by Palm Canyon and the Indian bath house.

Nightball

By "Jimmy the Barber"
(James Glendye)

Buicks Take Opener

On Monday night of this week at the Field Club diamond the newly-organized Palm Springs Softball League opened its spring schedule with a swell ball game, which saw the new Buicks of the Desert Inn Garage down the strong Desert Golf Club nine by the score of 6-2. The game got underway at eight o'clock.

The Buicks, sponsored by George Roberson, appeared in beautiful new blue and white uniforms, and under Skipper "Tex" Driskell, made an impressive showing in their first game. Mr. Roberson before the game told his boys it was his wish that the team first of all show real sportsmanship, win or lose.

This is the attitude all players should assume. And due to such sportsmanship as this will be the continuation of nightball here, I believe.

Gray Stars

Don Gray, pitching for the Buicks, had the game well in hand, as he set the hard-hitting Golf Course team down with but six hits. Some achievement, I would say, against such a strong team.

Al Gardello, playing first base for the Golfers in the absence of Don Luc, regular, turned in one of his ever-sparking games.

Cheeva, star pitcher for the Golf Course, pitched good enough ball to win, but a little ragged support spoiled his chances.

But this new team of the Desert Inn Garage showed in its first game that it is out to win in every game.

2 Games Weekly

Regular games will be played every Monday and Wednesday night, starting promptly at 8 o'clock.

So we have started the grand old game of softball. Come on out folks, for an evening of real pleasure and relaxation. Be seen! you.

UNCLE ZEB.

AL BRUCE FILES PETITION FOR BANKRUPTCY

According to word from Los Angeles, Al Bruce, former resident of Palm Springs, has been duly adjudged a bankrupt in the District Court of the United States, Southern District of California, Central Division, at Los Angeles.

At one time Bruce was associated with Murray's Cafe and last season he operated The Spring Cafe and Cocktail Bar on East Amado Road. He filed petition for bankruptcy on March 27, 1940.

The first meeting of Bruce's creditors will be held in Los Angeles on April 11.

I must do something to keep my thoughts fresh and growing. —James A. Garfield.

California Second In Thoroughbred Horse Breeding

May the 30th is approaching. It marks the opening day of the racing season at the world's most modern race track, the Hollywood Park in Inglewood, near Los Angeles.

Only recently America's most famous horse, Seabiscuit, attracted the attention of the nation. No voice was raised to denounce that marvelous horse. Praise and plaudits from all sides. Seabiscuit won the world's richest purse of one hundred thousand dollars.

However, there was another great race run recently for fifty thousand dollars—and won by Sweepida, a California-bred horse, and that is what turns California minds to ponder and think just what is behind the horse racing industry, where an unknown native-bred horse sweeps ahead of some of the best Eastern bred and much publicized thoroughbreds. How is it possible that Sweepida, a California-bred horse raised in the backyard of a Stockton rancher, captured that much coveted glory?

Only five years ago no one would dare think that our own native thoroughbreds would forge so rapidly to the front. Our thoroughbred breeding up until the return of horse racing, was practically completely neglected. There was no incentive, no encouragement, to forge ahead, or for our horse lovers to invest millions of dollars (which would otherwise be idle) in the thoroughbred industry. And today, only six years after the return of racing in California, we see the unbelievable. California thoroughbreds are today not only competing with, but beating the best Eastern horses in the nation.

Such wonders can occur only in this Golden State of magic possibilities.

Just let us look for a moment at this thoroughbred breeding industry. In the recently published booklet by the Western Fairs Association and California Breeders Association, under the title of "California Agriculture and Horse Racing" we learn that there is an investment of over forty million dollars in thoroughbred raising and ranching, employing thousands of people, and creating new markets and new sources of revenue through additional taxation. In five southern counties, San Diego, Imperial, Riverside, San Bernardino and Orange, but principally in San Diego county, there are many fine thoroughbred stallions, standing among them—Barguello, Boilemaker, Bon Home, Caltony, Charmster, Claudian, Craig Park, Edisto, Ever Bubbling, Exhibit, Fair Ball, Grog, Judge Leuders, Justice F., Macaw, Master Tony, Moscardo, Moonraker, Penalo, Richfield, Sarada, Seth's Pride, Sunshot, Sweeping away, Ted-sim, War and Wheel.

Speaking of California thoroughbreds, during the season just closed at Santa Anita, California bred horses competed in 214 open races and won 43. In other words, one out of every five races was won by native-breds. Besides 43 victories, California bred horses captured 37 second places, 41 third places and 36 fourth places. That is a record in itself. Rancho San Luis Rey in San Diego county led California bred horses, producing 19 winners.

Today, after only six years of the return of horse racing here, California is already, according to California Breeders Association, the second state in the Union in quantity and quality of thoroughbreds, being exceeded only by Kentucky. Just imagine what will happen in several years from now. No doubt California will again lead the nation and the world in thoroughbred breeding—and thus again demonstrate,

after almost half a century, that we have achieved another superlative in another important branch of California agriculture—the raising of thoroughbreds, and thus spread and advertise far and wide all over the nation the name and fame of California, attracting and inducing thousands of additional tourists to come to California.

President of Anaconda Copper At Desert Inn

Prominent figures in the nation's business are Cornelius F. Kelley, president of Anaconda Copper Mining Co., and James R. Hobbins, Anaconda's vice-president, who are vacationing at the Desert Inn with Mrs. Kelley and Mrs. Hobbins.

The distinguished New Yorkers arrived by private railway car on Wednesday and joined Mrs. Hobbins at the resort hotel, where she has been a guest at several different times during the past few months.

Mr. and Mrs. Kelley make their home in Manhasset, Long Island, and the Hobbins live at Hampshire House in New York City.

FIRST ANNUAL PALM SPRINGS SCHOOL TENNIS CHAMPIONSHIP GETS UNDERWAY SATURDAY

The great game of tennis will again take over the youth of the village next week when the Palm Springs Annual School Tennis Championship, sponsored by the City Board of Recreation, is staged.

With Tom Slaven, Frank Pershing, Betty Nuthall and Bill Marvin handling the tourney, this will be the first of a series of school tournaments to be staged every spring. It will consist of two separate tournaments, one for the high school and one for junior high students.

High School Event

Open to students of the Palm Springs high school, the tournament will start tomorrow morning, Saturday, at 8 a. m.; and matches will be played every day next week with the exception of Sunday.

The schedule will be approximately as follows: first round matches, Saturday and Monday; second round, Tuesday; all further rounds on Wednesday; the semi-finals, Thursday; and the finals on Friday. Matches will be played on the city recreation board public courts at the high school with the finals scheduled to be held at the Palm Springs Tennis Club on Friday afternoon, April 12.

Medals will be awarded all winners in the tournament. In

addition a continuous plaque will be installed at the high school on which the names of each year's winners can be inscribed.

To create interest in the tournament and to help impart more spirit to the event Miss Betty Nuthall talked at the high school on Wednesday of this week. She spoke concerning tennis and in particular about the local tournament.

Lee Gilbert and Dick Outcault are students in charge of the annual school tournament at the high school.

Junior High Event

Running concurrently with the high school tournament will be a tourney for the students of the Nellie N. Coffman junior high. However, this will be a separate tournament from the other. The junior high tournament will start at 8:30 Saturday morning and will run simultaneously with the high school event.

Miss Moya Fildew will be in charge of arrangements for the junior high tourney. Prizes will be awarded the tournament winners.

Finals Friday

Finals of the junior high tournament will also be held at the Palm Springs Tennis Club next Friday afternoon, April 12.

Building Permits

April 1 — A. M. McDonald, \$1000, new dwelling, Sunshine Acres.

FORMER COLLEGE CHUM VISITS RUFUS CHAPMAN

One of his former college chums was a guest in Palm Springs last week of Rufus Chapman, prominent local real estate man.

Tyler Seeley and Mr. Chapman were classmates at Williams College. He was a house guest at the Chapman residence in Merito Vista Tract.

No wind makes for him that hath no intended port to sail into. —Montaigne.

City Buys New Dodge Truck From Adams Bros.

The Palm Springs city council passed a resolution Wednesday night of this week that the city should purchase a new Dodge truck for the street department from Adams Brothers, Dodge-Plymouth dealers of Palm Springs and Banning.

Recently the city advertised for bids on a 1½-ton truck chassis and cab, the city to turn its present Ford truck in on the new vehicle. Four bids were received. Low bidder was Schilling Motor Sales, Ford dealer of Palm Springs and Banning; but Frank Pershing, chairman of the street committee, said his committee recommended the purchase of a Dodge truck, as being more suitable for the city's requirements.

The Dodge truck will cost the city \$903.08 plus a credit of \$252.06 allowed on the old city truck. The truck will be paid for over a period of two years on liberal terms. A portion of the cost of the truck will be provided for out-of-state gas tax funds whenever the truck is used to do work on streets of the city on which gas tax funds can be expended (so-called "streets of major importance").

The body and hoist of the present city truck will be used on the new Dodge truck.

Schilling Motor Sales bid \$806.68 to supply a 1½-ton Ford truck. This would be in addition to the trade-in as in the case of the other bidders.

after almost half a century, that we have achieved another superlative in another important branch of California agriculture—the raising of thoroughbreds, and thus spread and advertise far and wide all over the nation the name and fame of California, attracting and inducing thousands of additional tourists to come to California.

Thompson's

Famous Old Fashioned APPLE CIDER

— also — All Kinds of Garden Fresh FRUIT and VEGETABLE JUICES

• TRY OUR SPECIALTY... Fresh Hawaiian Pineapple Spears, for Desserts, Salads, Cocktails, etc.

Thompson's Juice Bar

In the Patio of Gates Nut Kettle Opposite Desert Inn

FOR HOME DELIVERY Call 6622

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Air-tight Cold Storage Vaults

For

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- BLANKETS
- DRAPES

AND ALL HOUSEHOLD ARTICLES

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TRIPLE PROTECTION

• Rugs, Drapes and Blankets cleaned by us NOW until June, will be STORED FREE OF CHARGE for the Summer in air-tight COLD STORAGE VAULTS. We call for them now, and deliver them to your door when you arrive back in the village in the Fall. These items get triple protection when safely stored in our modern, COLD STORAGE VAULTS — protection from the triple threats, FIRE, THEFT and MOTHS.

DANGER

• Rugs left on the floor in Palm Springs during the summer are subject to destruction by MOTHS, CRICKETS, SILVER FISH, BUFFALO BUGS. Why gamble with your expensive rugs when you can get storage FREE in exchange for simply having them cleaned?

NOMINAL CHARGE FOR STORAGE OF WEARING APPAREL

California Laundry

AND

City Dye Works

OF LOS ANGELES

"Dependable for 59 Years"

N. W. KELLEY, Palm Springs Manager

Palm Springs
E. Amado Road

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"This is one we have for keeps!"

The silent Gas refrigerator is practically wear-proof — it's economical, too!

"We're sure of permanent silence and extra years of trouble-free refrigeration with our Servel Electrolux. There are no moving, mechanical parts in the freezing unit. A tiny gas flame is the only 'motor.' There's nothing to wear out or make noise. We save money in maintenance cost and in operating expense, too."

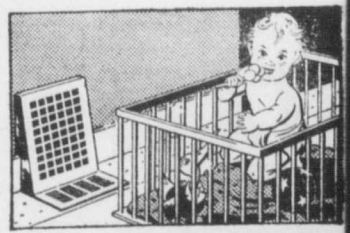
AND JUST NOTE SOME OF THE CONVENIENCES OF OTHER GAS APPLIANCES



TIME-SAVING COOKERY. The ideal combination — a Certified Performance gas range and natural gas. Automatic features and heat control help you to make a success of every meal.



FAST WATER HEATING simplifies household tasks. With an automatic gas water heater of the right size, you get plenty of hot water at low cost. A lot more — save on a rustproof gas water heater.



AND SUCH COMFORTABLE HOUSE HEAT! Gas furnaces may be completely automatic. They control temperature and humidity — keep your house healthfully warm all winter long.

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Get full information on better living with modern gas appliances. See a dealer or SOUTHERN CALIFORNIA GAS COMPANY

Little Rodeo

— Main Event — GRUDGE MATCH

Former Picture Star

T. TREMBLE

VS.

MASKED MARVEL ROGERS

JUDGES LEO FIELDS FRANK MORGAN
REFEREE WALTER MCGOWAN

Sun. Apr. 7

3:00 P. M.

Preliminary Events -

- Potato Race
- Musical Chairs
- Australian Pursuit Race
- Burro Race
- Package Race

ROGERS

Stable Arena

PRIZES WILL BE AWARDED IN THE CANTINA AFTER THE SHOW

Little Rodeo Rogers Stables Sunday

One of the highlight features on the spring calendar will be the gay Little Rodeo to be staged at Rogers Stables Arena this Sunday afternoon, April 7.

The main event of the rip smorlin' show will be a grudge match between T. Tremble, former picture star, and "Masked Marvel" Rogers, the Palm Springs flash. The judges will be Leo Fields and Frank Morgan. The referee will be Walter McGowan.

The big show will get under way promptly at 3 p. m., Sunday. The preliminary events include the following: potato race, musical chairs, Australian pursuit race, burro race and package race.

"Trav" Rogers promises this will be one of the finest shows of the season. Prizes will be awarded in the cantina after the show.

Desert Museum Membership Drive

The drive launched last week by the Palm Springs Desert Museum for 300 five-dollar memberships for next season was well under way this week, and museum officials are now urging people to join immediately so the museum budget for next year can be made up this spring and so they will know what they can plan on for next year.

This week letters were sent out to some 500 individuals pointing out the advantages of joining the Desert Museum and telling of the plans of the museum for next season. It was impossible to send letters to everyone, but museum officials request all interested persons who fail to receive letters to just mail in their checks to the Palm Springs Desert Museum. A membership card will be sent to the new member by return mail.

The officers of the museum are now conducting a search for a site for the museum for next season and also for a director to take charge of operation. Just how pretentious the site will be and who the director will be depends entirely on the number of new members obtained in the next few weeks. At least 300 five-dollar annual memberships will be required to maintain the Desert Museum through next season.

The directors and officers of the Desert Museum are now meeting frequently in an effort to decide on all important matters before the end of the season. They met Tuesday at the home of H. Earl Hoover in Smoke Tree Ranch colony and today (Friday), they met at the home of Madeleine Cook at 335 Via Las Palmas.

Although the Desert Museum was dormant through this season, it is still a non-profit California corporation in good standing. President Tom Slaven checked on this, and his report was favorable.

So far the response to the letters sent out for new members has been rather slow. The museum officials urgently request that villagers help out now before the end of the season so they can know what to plan on for next season.

∴ Support the Desert Museum ∴

Dear Friends:

All the worthwhile things in life survive because of their fitness to survive. All the advantages which we enjoy today were once only ideas. Here in the community of Palm Springs an idea of a Desert Museum has been conceived and steadfastly upheld in the minds of those who believe in it. We have decided because of the interest shown throughout the community to have a museum next season. Our purpose is to establish the Museum on a permanent paying basis with as large a membership as possible. Our hope is to serve the community and to make the Museum a receptacle for the desert lore unique to this region and to preserve a record of its history, geology and Indian legend. In the Museum we expect to have exhibits of all forms of desert life, exhibits of birds, bugs, rocks, flowers, shrubs and trees, also we propose to have lectures and lantern slides, as well as the field trips which have proven so popular in the past.

To accomplish these purposes an annual five dollar membership has been established which will entitle the member to participate in all Museum activities including lectures and field trips for the season 1940-41 with certain guest slips. In order to insure the full operation of the Museum next season a total of 300 members or approximately 1500 dollars will be required.

We will be open from about December 1 to April 15, of next season. For purposes of development and expansion we will rely upon donations.

Will you give us a vote of confidence by joining now and sending a check for \$5.00 payable to Palm Springs Desert Museum? We are enclosing a stamped, addressed, envelope for your response. Payment, otherwise, can be made to anyone of the trustees listed below and if further information is desired you may contact any one of them. Your membership card will be sent to you.

Sincerely,

Horace Pendery, Palm Springs
Earl Hoover, Smoke Tree Ranch
Madeleine Cook, Palm Springs
Christina Lillian, Cathedral City
Tom Slaven, Palm Springs.

(Editor's Note—The above is a copy of a letter mailed out this week to 500 residents and guests in Palm Springs. Obviously the letter could not be mailed to every person in the city. However, membership in the Desert Museum is open to all, and it is such a worthwhile organization that many will want to join who did not receive letters. Checks should be mailed as soon as possible to The Desert Museum, P. O. Box 411, Palm Springs.)

TWO PROPERTIES SOLD THIS WEEK

Deeds filed with County Recorder Jack A. Ross indicate that Oral L. Carpenter has sold to Harold O. Tracy property at the corner of Indian avenue and Escuela street in Palm Springs, improved with apartments, for a consideration of \$12,500.

Carl M. Stolle has purchased lots 18 and 19 in the Chino Canyon Mesa tract No. 2 from John Hemrick for approximately \$13,000. This residence property extends along Wawona Road from Stevens Road to Via Del Sol, a distance of 230 feet, and is 100 feet in width.

A purpose underlies character, culture, position, attainment of every sort.—Munger.

YOUR \$\$ IF
WILL YOU
GO FAR READ
THE ADS

Rifle and Pistol Club To Be Formed

(Continued From First Page)

and that Palm Springs sportsmen then be asked to join. Thus marksmen of Palm Springs, Indio, Coachella and other valley communities could join the club, and it would become a really strong, live group. This would also make it possible for the range in Palm Springs to have a charter from the very beginning from the National Rifle Association, because the Coachella Valley Rifle Club already has such a charter. These charters are very difficult to get, and there is always a long waiting line of clubs who want to receive charters.

To Elect Officers

The meeting to be held here in the near future will be announced definitely in the next issue of this paper. At this meeting the reorganized Coachella Valley Rifle Club will get under way and new officers, some from Palm Springs and some from Indio, will be elected. The organization will be open to all Palm Springs men interested in shooting. The dues will be in the neighborhood of three dollars per year.

It is understood some villager has generously donated the use of some land for a 1000-yard rifle and pistol range near Palm Springs. This range will have the following shooting positions: 100 yards, 200 yards, 300 yards, 500 yards, and 1000 yards. This will make it possible for members in the local gun club to qualify for all national shoots and pistol matches of the National Rifle Association.

Many Advantages

There are many advantages to be derived from being affiliated with the National Rifle Association. Among them are the following:

The Federal Government will furnish all targets, target materials and regulation target frames, free of charge. The government will loan the club, for its members to use in practicing, two .30 calibre Springfield army rifles and two .22 calibre Springfield rifles built regulation army size.

The charter from the National Rifle Association makes it possible for the members of the club to purchase ammunition and guns from the government at greatly reduced prices. Also at the end of every year each member who turns in his score over the course gets 120 rounds of .30 calibre ammunition free.

Can Win Medals

Members are also eligible to win regular military medals for marksmanship; and if they qualify, they are also eligible to compete in the annual Camp Perry Shoot. The charter from the National Rifle Association has many advantages.

HI-JINKS

NEWS OF PALM SPRINGS
HIGH SCHOOL

By DICK OUTCAULT, JR.

HONORS GO TO SPEAKER

Miss Jerrie Pershing very ably represented this school in further eliminations of this year's Lions Club speech contest at San Bernardino Thursday, March 28. Miss Pershing competed with seven speakers and came out of the fray with third place honors. The Lions Club, who gave Miss Pershing first place locally, have excellent cause to be proud of their decision and their contestant. The high school, as well as the town, feels that it could wish for no better representation than it was given by Miss Pershing.

TENNIS

The high school on last Wednesday was very fortunate indeed in having Miss Betty Nuttall, of the Palm Springs Tennis Club, speak to the students in regard to the coming high school tennis tournament. Miss Nuttall also told of a few of her experiences in the tennis world. The advantages of tennis as a sport for all were emphasized.

Miss Nuttall is taking an active interest in our tennis team and has devoted time this year to coaching it. Mr. Tom Slaven is in charge of the coming tournament which begins this Saturday. The finals will be held on the following Friday at the Palm Springs Tennis Club. The school is indebted to Miss Nuttall and Mr. Slaven for their interest and assistance in making our tournament a success.

BANQUET NEWS

Just today we received the most wonderful news ever to be heard around these portals of higher education. Instead of the junior class financing and putting on this year's annual Junior-Senior Banquet, both classes are to be the guests of Mrs. Nellie N. Coffman and Betty Coffman at the affair. Betty is a member of the graduating class this year.

Both classes, and most especially the junior class, wish to express their most sincere thanks and deep appreciation of Mrs. Coffman's generosity.

WHY WORRY?
I CARRY
ANTI-
WORRY
INSURANCE-
A Regular Ad
In This Newspaper

Music Instructor Now Forming Clubs

Back again in Palm Springs is Miss Blanche Rose Kerner, well known local music instructor, who was called to Chicago some time ago on account of the critical illness of her mother. Mrs. Kerner is now back home from the hospital and is convalescing at her home in Chicago.

Miss Kerner is organizing various music clubs in groups according to ages in Palm Springs and is donating her services so that all may take advantage of her outstanding offer. A minor fee for club dues will, however, be charged. This course will start Monday, April 8, and anyone wishing to join should enroll immediately. Her studio is at Los Arboles Apartments on Indian avenue.

She is a very capable instructor, grouping her pupils so that each may get the most out of her instruction. The nursery group will include children from two to four; pre-school children from four to five and one-half; and the other grades accordingly.

County Club Women Oppose Billboards

Opposition to placing billboards along scenic highways was voted by the Riverside County Federation of Women's Clubs Friday at its meeting held at Perris. The county board also voted to take a membership in the California Roadside council, an organization advocating billboard control. A resolution to make kinder-

Thales Boyd New President Masonic Club

Commander Thales Boyd was elected president of the Masonic Luncheon Club Tuesday noon at the club's meeting at the Desert Inn. Mr. Boyd has been active in the club ever since it was organized, and served as secretary year before last.

Other newly-elected officers are: John Munholland, vice-president;

Jerry Sanborn, treasurer; Guy Pinney, secretary; Dr. Russell Gray, Dr. Henry Hoagland, E. J. Wightman, directors.

Peter Hanson, former president of the California Real Estate Association, and Palm Springs winter resident, was the speaker of the day. He pointed out that land is the basis of all wealth, for everything in the country came originally from the land.

For this reason, he said, land is the soundest investment in all the world. When the crash came in 1929, real estate was the slowest to go down in value, and consequently is slower in coming back.

The decline of stocks and bonds was from 60% to 92%, while the decline of real estate prices was about 40%.

The total wealth of the nation is about 330 billion dollars including the land value of 180 billions. Thus the land in the country is worth more than everything else combined.

During the World War, when taxes increased by leaps and bounds, and land had to carry its portion of the tax burden, a committee was created to ascertain land values. Mr. Hanson was appointed on this committee and he went to Washington to study the matter. Only two books had been published on that subject before that time, and these did not go into the matter very thoroughly. The committee made a complete survey, first taking up the matter philosophically, then logically, then a complete analysis, and then appraisals were made.

They found that land economics was back of all city and rural development.

Mr. Hanson became a nationally known authority on real estate appraising, and he wrote several books on the subject which are now used as textbooks in schools and by realtors throughout the country.

Among his books are the following: "Real Estate Appraisals," "The Meaning of Market Value" (a volume of some 1500 court decisions), "Economic Chats on Home Ownership," and "Condemnation Appraisal Procedure," his latest book.

Mr. Hanson is a director of the state real estate association and of the National Association of Real Estate Boards. He is also past president of the Glendale Realty Board, in which city his business is located.

garters an integral part of the state school system, as proposed in a bill by Assemblyman Nelson Dilworth, was endorsed by the board on the proposal of Mrs. Clark McEuen of Hemet.

Registration of 82 delegates was reported at the meeting, guests introduced being Mrs. Emma Brown of Oakland, Mrs. Elmo Hough, past county president; Mrs. Ray R. Sherwood, San Bernardino county president.

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- Well Furnished
- 5 Bedrooms—4 Baths
- Excellent Construction
- Tile Roof
- Corner Lot on Pkway
- In Vista Acres

\$10,750

See

HAROLD J. HICKS

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Phone 5353

Plymire Given Support In Council Race

Indications of strengthening support for Harry Lawson Plymire, candidate for the councilmanic job in Precinct One, were evident this week.

Plymire, while a young man, has had a wealth of experience in lines which should qualify him for the job, his backers point out.

He obtained his A.B. in Political Science at Stanford University. Later he worked under former City Manager Edie of Berkeley. Through this connection he obtained expert guidance in municipal affairs for Edie is recognized generally as an authority and Berkeley as one of the finest operated municipalities in the country.

Plymire later was for a year, Central American agent for the Consolidated Chemical Industries and Farmers Grain Corporation, a post of real importance.

Coming to Palm Springs five years ago he immediately interested himself in local civic problems and in business. As owner and manager of the Mira Monte Hotel and Apartments, Plymire has operated so successfully that he has made an addition to this attractive local hostelry each year. The place again will be enlarged this summer.

In stating his platform Plymire said, "I believe that taxes should be kept as low as possible; that the future development of the city should be soundly planned so that there will be no waste, and that Palm Springs should operate on a pay-as-you-go policy and definitely not become involved in the type of bonded indebtedness that has been ruinous to so many cities at their inception.

"It is my belief also that Precinct One, because it has more voters and taxpayers than any other district in the city, should receive a greater amount of any benefits distributed by the city."

Adding interest to Plymire's candidacy is the announcement of his marriage last Tuesday morning in Yuma to lovely Miss Leora Howe of Palm Springs and Los Angeles.

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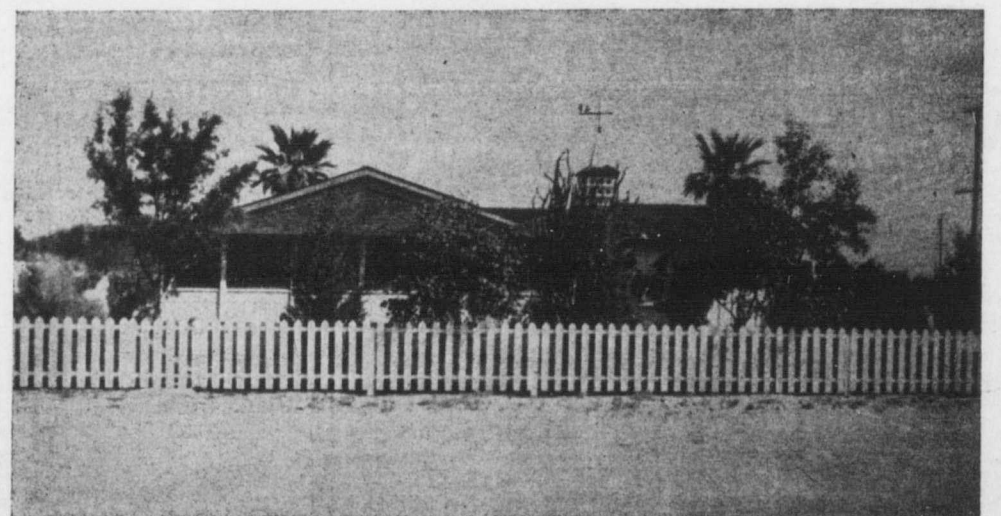
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PROPOSED SIGN ORDINANCE INTRODUCED AT COUNCIL MEETING WEDNESDAY NIGHT

The proposed "Palm Springs Sign Ordinance" was introduced and read at a meeting of the city council held Wednesday night of this week, and the council may take action on the proposed ordinance on Monday night, April 15, when the next meeting is held.

FEW PROTESTS

It was pointed out at the council meeting this week that the Chamber of Commerce recently sent out copies of the ordinance to all of its members. Only five protests concerning the provisions of the ordinance have been received.

Some of the more interesting provisions of the proposed ordinance are as follows:

All signs and advertising structures constructed prior to the passage of the ordinance are expressly made subject to it and will have to conform and comply with all requirements of the ordinance not later than November 1, 1940.

A permit will have to be obtained from the building inspector before any sign can be put up, and said permit may at any time be rescinded by the city council should any provisions of the ordinance be violated.

In all zones but C-3 no sign having a greater surface area than 20 square feet can be erected.

Except in certain instances no part of any sign shall be permitted to extend over the sidewalk, parkway or street.

Must Parallel Street

Signs will have to be erected and maintained parallel to the street or sidewalk.

The total aggregate area of all signs affixed to any building or premises shall not exceed one square foot per lineal foot of frontage which the building or premises has on the street; and no single business, regardless of its lineal frontage, shall have affixed more than 30 square feet of signs.

No sign shall be supported in whole or part from the street, parkway or sidewalk.

No Moving Signs

No swinging, rotating or moving signs will be permitted, and no electrical sign can blink. No building can be outlined with neon tube or similar lighting device.

Limits Colors

No illuminated electrical sign can use colors other than white, yellow and the softer shades of blue and green as predominating colors. Red may be used in conjunction with the foregoing colors, when subordinated thereto.

For Sale Signs

No sign shall be placed upon any vacant lot or unimproved property in Zones E-1, E-2, R-1, R-2, R-3, R-4, C-1, C-2, or U, except that it deal exclusively with the sale, lease or transfer of such property, and no such sign shall exceed five square feet in area, including supports, nor be erected nearer than fifteen feet to any property line or other sign. No such signs shall be illuminated nor be more than five feet above the general level of the surrounding property within fifteen feet of said sign.

In Zones or Districts E-1, E-2, R-1, R-2, R-3, and R-4 only one non-illuminated sign, not exceeding four square feet in area including supports, may be affixed to each parcel of improved property, and shall only advertise the lease, sale or transfer of the property to which affixed.

Subdivision Signs

Two signs, not to exceed twenty square feet each may be affixed to each subdivision of land to designate that fact and the name and address of the seller.

Punishable by Imprisonment

Any person or firm violating any provisions of this ordinance will be guilty of a misdemeanor and upon conviction shall be punishable by a fine of not more than \$300, or by imprisonment in the Riverside county jail for a period of not more than three months, or by both fine and imprisonment. Each such firm will be deemed guilty of a separate offense for every day during any portion of which any violation of any provision of the ordinance is committed or continued and will be punishable, therefore, as provided by the ordinance.

It is interesting, though not important, to note it would be possible, although not probable, to send a man to jail for two years for violating this ordinance. If a man erected a sign in violation to the ordinance and left it up

for a week before correcting the violations, he could possibly be convicted of seven separate violations, one for each day, and could thus be given three months on each count, which would keep him in the county jail 21 months if he served the terms consecutively. This, of course, would be an extreme case and hardly a possibility.

Enforcement Difficult

City Attorney Roy Colegate said at the council meeting this week there may be some difficulty in enforcing certain provisions of the ordinance. Nevertheless, these questionable provisions are included in the ordinance, he said.

However, if any portion or section of the ordinance is for any reason held to be invalid or unconstitutional by the courts, such a decision would not effect the validity of the remaining portions of the ordinance. This is provided for in Section 18 of the ordinance.

Ask Merchants' Opinions

Mayor Boyd stated Thursday any person wishing to object to any provision of this ordinance had better appear at the next meeting of the city council to explain his objections to the council.

The next meeting of the city council will be held Monday night, April 15, at 7:30 in the city court room at 480 North Palm Canyon Drive.

Kline and Pershing Re-Elected

(Continued from Page One)

hearing concerning the proposed election.

At the hearing interested persons will be afforded an opportunity to object to the holding of such an election. If there are no objections or if the objections seem unreasonable, the supervisors will set the date for the election.

City Needs Taxes

It is asserted the election for the dissolution of the fire and police protection districts will probably be held late in May of this year, after the second half taxes have been collected. It is said the city might be unable to collect the tax monies due the districts if the election were held and the districts dissolved prior to the time the second-half tax monies are received by the county.

New Police Chief Arrives and Now On the Job

Palm Springs' new chief of police, Norman H. Harstad, formerly of the Berkeley police department, arrived in the village Tuesday of this week from the north and Wednesday was behind the big desk in the chief's office, familiarizing himself with the routine of the local department.

Chief of Police Harstad stated yesterday that Mrs. Harstad, who teaches ballet dancing and has a studio in Berkeley, will not come down until after school is out, probably early in June. Chief and Mrs. Harstad will rent a house and establish their home here when she arrives in the village late this spring.

The new chief of police said it may be necessary for his wife to go north again next fall for a while to finish up some of her dancing students.

Chief of Police Harstad has been a member of the Berkeley police force for more than 10 years, part of the time serving as sergeant.

AL GARDINER ADDRESSES LIONS CLUB

A. G. M. Gardiner, manager of the Palm Springs branch of the Bank of America, was the speaker at this week's meeting of the Lions Club held Thursday noon at The Desert Inn.

Mr. Gardiner was introduced by Guy Pinney, chairman of the day.

Thursday was the last chance for Lions to nominate candidates for next season from the floor, and it was announced the election of officers will be held at the meeting next Thursday, April 11.

Christening of New Airplane and Dodge Luxury Liner at Palm Springs



The christening last Friday of one of American Airlines' newest Douglas planes, the "Flagship Palm Springs," marked one of the highlights of the desert resort's annual Circus Week. In the above photo, a 1940 Dodge Luxury Liner sedan from Adams Brothers, local Dodge-Plymouth dealers, which took part in the festivities, is shown with the Flagship just prior to the christening ceremonies.

Seated in the car is Frank Campbell, Palm

Springs salesman for Adams Bros. Mr. Campbell recently sold five new cars in Palm Springs in one week—the same week that a new baby daughter arrived in his home.

Del Adams made all arrangements for the huge airplane and the Dodge Luxury Liner party at Palm Springs and took the entire group of officials in the party to a dinner at the Desert Inn.

MAY ZONE COUNTY ROADS IN THIS AREA

On Tuesday morning, April 9, the Riverside County Planning Commission will consider a proposed county zoning ordinance effecting only land adjacent to county highways in the Palm Springs area, Culver Nichols, Palm Springs member of the county planning body, announced this week.

The proposed ordinance would control the use of land 500 feet back from county highways around Palm Springs. Types of business and advertising signs would be controlled.

The proposed ordinance is only a portion of a proposed county master land use plan. This particular zoning ordinance (or land use plan) to be considered next Tuesday pertains only to the Palm Springs area and if passed would control the use of land 500 feet back along both sides of all county highways in this area.

The meeting when the planning body will consider this proposed ordinance will be held at 9 a. m. next Tuesday, April 9, in the supervisors chamber in the county court house at Riverside. It is anticipated that a contingent of Palm Springs civic leaders will attend the meeting to see to it that the planning commission votes to recommend to the board of supervisors the passage of the ordinance.

If the county planning commission goes on record as favoring the adoption of the proposed ordinance, it is quite probable that the board of supervisors will adopt it.

Included in the plan is the state highway from Palm Springs to U. S. Highway 99, Indian Avenue a mile or two north of town, Ramon Road from Palm Springs to Edom and the Indian road from Palm Springs east to a point just beyond Cathedral City.

If the planning commission favors the proposed ordinance on Tuesday, dates for public hearings on the subject will be set.

The ordinance drawn by District Attorney Earl Redwine will raise little or no objection it is believed.

PRETTY VILLAGER WINS BUICK

Attractive Betty Pine, wife of Tom Pine of Bullock's, was the most pleasantly surprised young woman in Palm Springs Circus night. She won the beautiful maroon Buick offered as a prize to the fortunate ticket holder at the Circus Day dance Friday night at the Field Club.

Both Betty and Tommy, popular among the younger married set of the village, bought tickets. Like others of the two thousand or so who purchased tickets, they hoped mightily but expected little. Then came the magic moment when the name, "Betty Pine" was called.

She got upon the platform alright but "oh how my knees shook," she admitted.

The devotion of thought to an honest achievement makes the achievement possible. — Mary Baker Eddy.

Pay Telephone Bills before the 30th and receive your discount.

April Fool's Day Has Pups

Take a "blue Monday," an April Fool's Day and a June Day, shake them all up in a bottle, and what do you get? A batch of pups, according to word from Cathedral City.

A witch's brew composed of a Friday and the 13th day of a month will bring bad luck, that common formula has been known for a long time. But the new formula discovered this week in Cathedral City is revolutionary. So if you ever see a June Day, a Monday and April Fool's Day all together on the same day, just order a case of dog food from your grocer—you've got a litter of pups at home.

That actually happened in Cathedral City this week. Ricky O'Day, Irish terrier, owned by Miss June Day, on Monday played an April Fool's Day prank on his mistress, Miss Day, by presenting her with five thoroughbred puppies. Lack a day, what a day!

BIG TIRE SALE IS SUCCESS SAYS FAURE

Villagers know a bargain when they see it, cheerfully admitted Henry Faure, owner of the Texaco Service Station on South Palm Canyon Drive at Indian Avenue, as he put in a rush order for another supply of Goodrich tires.

Faure is advertising a big Goodrich "Safety Change-Over Tire Sale" exclusively in The Desert Sun this week and during coming weeks. Last week The Desert Sun had an announcement of the sale. Immediately there followed a veritable flood of orders.

The sale features drastic price reductions, large allowance on turn-in of old tires and free mounting of the new tires.

Every man feels instinctively that all the beautiful sentiments in the world weigh less than a single lovely action.—James Russell Lowell.

Let us decide honestly what we can do, and then do it with all our might.—Amelia D. Barr.

City Renews Lease On Office Bldg. At \$1,200 Year

The city council this week passed a resolution that the city exercise its option to renew the lease with Herbert J. Carpenter for the city office building at 363 North Palm Canyon Drive.

The renewal lease that the city will execute with Mr. Carpenter will be for a period of one year at \$1,200 with option of renewal at the end of one year for another two years. Twelve hundred dollars a year is what the city has been paying as rental for the city hall, so the rent has stayed the same.

In the new lease Mr. Carpenter has offered to do many more things in the nature of repairs to the building than the city had asked him to do. As Mayor Boyd pointed out at the council meeting Wednesday, Mr. Carpenter has been very generous to the city. The repairs include extensive painting.

BERGENS PAY DEFERRED VISIT

Much to the dismay of Mr. and Mrs. Lee Bergen of San Francisco their long-anticipated spring visit to Palm Springs was deferred until almost the end of Circus Week festivities.

Always, heretofore, the Bergens have been in the village for Circus Week and very active in its doings. This year, however, circumstances prevented their arriving with their young daughter, Yvonne, until Friday night.

Short as it was, their stay was enjoyable. They returned north last Tuesday night, taking with them Miss Viola Frazier, who has been at the local Visalia Stock Saddle Shop. Bergen is the owner of the famous Visalia saddle shops here, in Santa Barbara and in San Francisco. The party planned to stop off at Santa Barbara on their way north.

Our grand business in life is not to see what lies dimly at a distance, but to do what lies clearly at hand.—Carlyle.

It is the old lesson—a worthy purpose, patient energy for its accomplishment, a resolute undaunted by difficulties, and then success.—Punshon.

INVESTMENTS

1—60 Acres of ground with 500 feet of frontage on Ramon Road a speculative investment at

\$1750

2—A Palm Canyon Corner leased to show a guaranteed 7 percent net return on an investment of

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3—10-Unit Court, steady increase in returns, 3 years old, an excellent investment at

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IN THE PLAZA

MARCH FIELD TO OPEN GATES TO PUBLIC APRIL 6

In commemoration of the 22nd anniversary of the United States' entry into the World War, April 6, March Field opens its portals and extends a cordial invitation to the public to visit this field and inspect the various airplanes and equipment in use at this modern Army Air Corps base, the largest west of the Mississippi.

Although the public will be admitted beginning at 8 a. m., the day will begin officially with the sounding of bugle calls over a public address system at 10 a. m., followed by a descriptive talk on March Field and a series of parachute drop tests in which parachutes, attached to dummies, will be dropped from airplanes while the history and the methods of testing and keeping them in condition will be given. At 11:30, an explanation and location of exhibits along with their descriptions will be presented. The hour from noon to 1:00 p. m., will bring a lull in the activities to give everyone ample opportunity to enjoy their lunch. Sandwiches, coffee, etc., will be available for those not bringing their own lunches.

Attack On Field

At 2:00 p. m., a welcome by Brigadier General Frank D. Lackland, Commanding General, 1st Wing, GHQ Air Force, and Col. Rush B. Lincoln, Commanding Officer of March Field, will be followed by a simulated attack on March Field by all tactical organizations stationed at March Field attacking the field from different points of the compass and at heights ranging from 500 to 7500 feet. This will be the first opportunity of its kind for the public to witness a concentrated attack on a given point and will be plainly visible as the planes attack the center of the field. The importance of this type of training will be clearly described over the public address system. The day officially closes at 3:00 p. m., with a mass review of all tactical airplanes assigned to March Field. Visitors will be

able to remain on the post until retreat at 4:45 p. m.

During the day, in addition to the activities in the air and over the loudspeakers, the ground exhibits will be of unusual interest. The hangar of the 28th Reconnaissance Squadron will be the center of the ground exhibits, holding an ordnance display of the various types and sizes of bombs and armament in use in the Air Corps today, a display of photographic equipment, and the showing of a 400 foot film especially taken for this occasion by the 38th Reconnaissance Squadron showing points of interest about the field and the filming of a special flight made by aircraft of March Field over the Grand Canyon. Showing of the film will be hourly. Another feature exhibit will be a Link Trainer, of which many have read but few have seen in operation. This modern training aid to pilots in the intricacies of blind flying will be operated at periodic intervals throughout the day, as well as an actual demonstration of the packing and repairing of a parachute. A modern Northrup A-17A attack plane will be on view completely equipped with machine guns, chemical tanks and bombs. This compact airplane, small and swift, is used in close to ground work in attacking columns of marching men with machine guns and laying smoke for the attack by the more deadly bombers.

Ample parking space will be provided as well as additional comfort stations and guides on duty throughout the day to direct the visitor to the points of interest. Maps, obtained at the entrance gate, will give the visitor an opportunity to orientate himself inside the gates of this field, a modern and complete city in itself, with its own hospital, shops, beautiful homes and barracks.

In keeping with War Department regulations, no cameras will be permitted inside the gates and visitors bringing cameras will be able to have them checked at the gates.

All units participating in this activity are members of the 1st Wing, GHQ Air Force, with headquarters at March Field.

Nothing is achieved before it be thoroughly attempted. — Sir Philip Sidney.

Buy your NEW CHEVROLET from MARVIN LEEDOM

Trade in your Old Car Here before going back home — travel east by rail — pick up your new car at the factory. You get MORE FOR YOUR OLD CAR at Leedom's—you SAVE the FREIGHT and other expenses.

We also have Good Used Cars at Low Prices
Phone Banning 3044 and our salesman will call on you

Opportunity Knocks



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SOCIETY

Club Hears Lecture on Desert Plants

By MARGARET CREE

"Use materials from your own garden in making flower arrangements and create your own ideas" were the two thoughts stressed Monday afternoon by William Moore in his interesting talk on flower arrangement before the Palm Springs Woman's Club.

"Be inspired by the work of others, but use your own flowers, your own containers and your own thoughts to express something essentially yours," he continued. Mr. Moore, who has a studio of flower design in Los Angeles, lectures on this subject at Chouinard Art School in that city and at Scripps College at Claremont.

Declaring that the desert has a wide variety of plants which should be used to create decoration for desert homes, Mr. Moore displayed several examples of his own handiwork which brought gasps of pleasure and surprise from his audience. Using sage, cactus, petunias, grasses with dock and flax leaves, he made a variety of arrangements which were of great beauty and simplicity.

Preceding the program Mrs. Warren Pinney, president of the club, displayed the cup won by the club entry in the Desert Circus parade. She announced that the committee to work with Mrs. A. J. M. Gardiner in making plans for the club dance to be held Friday evening, April 19, in the club house, would include Mrs. George Roberson, Mrs. Alvah Hicks, Mrs. Bacon L. Clifton, Mrs. James B. Oliver, Mrs. Harold Hicks, Mrs. Culver Nichols, Mrs. Milton Hicks, Mrs. Spencer Kellogg, Jr., and Mrs. James Geggie.

The Palm Springs club is entitled to five delegates to the annual convention of the California Federation of Women's Clubs to be held April 24 to 26 in Fresno, Mrs. Pinney announced.

A delicious tea was served at the close of the afternoon, hostesses being Mrs. Humphrey Birge, Mrs. Jack Stevenson, Mrs. John Kline, Mrs. Robert Cosgrove, Mrs. Raymond Wilson, Mrs. Robert Ransom and Mrs. Clara Porter Moore.

Mrs. Still Entertains At Padua Hills

Inaugurating something new in entertaining is Mrs. Charles E. Still, Jr., who took nineteen guests to Padua Hills at noon today (Friday) for luncheon. Attractive Mexican place cards were used as well as Mexican decorations and entertainment.

Joining in the party as guests of Mrs. Still were Mesdames Thos. O'Donnell, Spencer Kellogg, Roberta Seaton, Robert Cosgrove, Robert Beasley of Beverly Hills, Karl Kumpe, Jack Forline, James Geggie, Harrison Leusser, Arch Wilson, Jack Hill, Harold Hicks, Herbert Carpenter, Roy Colegate, John Lamb, D. M. Lockett, Philip Boyd, Milton Hicks and Francis Crocker.

HERE FROM SAN MARINO

In Palm Springs for a several weeks visit is attractive Mrs. V. P. Deering, wife of the owner of the Deering shops in Palm Springs and Pasadena. Mrs. Deering, who resides most of the time in San Marino, came here particularly to join her husband in Circus Week fun and is so infatuated with the desert that she is extending her stay for several weeks.

MRS. HENDERSON LEAVES FOR WASHINGTON

Mrs. H. D. Nasmith of the faculty of Washington State College at Pullman has been visiting her sister, Mrs. C. S. Henderson, for the past ten days.

Mrs. Henderson left Tuesday night with Mrs. Nasmith to spend a month in Pullman, Washington.

PORTLAND VISITORS AT HOUSMANS

Coming from Portland, Oregon, to spend the week-end at the home of Mr. and Mrs. George Housman were Mrs. Jean Campbell and her sister, Mrs. Lillian Walther.

Mrs. Campbell is the owner of Campbell Court Hotel in Portland.

Mrs. Thomas H. Lipps is spending the week in Arizona. Combining business with pleasure, she is visiting in Tucson and Arizona.

Plymire Weds Pretty L. A. Girl

Surprising and important announcement to Palm Springs society this week was that of the marriage of lovely Miss Leora Howe and Mr. Harry Lawson Plymire in Yuma, Arizona, Tuesday morning.

Both young people are extremely popular here. Their marriage culminates one of the most interesting romances of the season, and began at the inception of the season when Miss Howe came here from Los Angeles.

The couple left Palm Springs late Monday night, and were married in Yuma at 1:30 Tuesday morning. Accompanying them were Miss Gene Hanner, cousin of the bride, and Charlie Matthews, local realtor.

Their honeymoon was necessarily cut short because Mr. Plymire had to return to Palm Springs, where he is a candidate for councilmanic post in Precinct One, as well as the owner and manager of the Mira Monte Apartments.

Mr. Plymire is the son of Mrs. A. F. Plymire and the nephew of Miss Jennie Lawson, both of Palm Springs and Palo Alto. The former Miss Howe lived in Los Angeles, prior to coming here, and before that in Seattle, Washington.

The pair took the prize as "handsomest couple" at the Big Top Ball at the Racquet Club last Saturday night.

Lions Club Plan Dinner Dance For April 25 At Inn

The Palm Springs Lions Club is planning a dinner dance to be held at The Desert Inn on the night of April 25.

Installation of officers for next season will be a feature of the affair, and Lions will invite their friends to the party. Starting time has been set for 8 p. m.

LOCALITES JOIN IN FUN AT BIG TOP BALL

Among the many localites at the Big Top Ball at the Racquet Club Saturday night were Mr. and Mrs. Herbert Carpenter, who had as their guests Mr. Emil Jorgenson of Beverly Hills and Mrs. Wm. Pigott, Jr., of Seattle, who is vacationing here.

Other villagers at the same table were Mr. and Mrs. Sam Buckingham, Mr. and Mrs. Frederick Rose and Mr. and Mrs. Al Hamilton of Palo Alto.

MRS. DOWNS GIVES LUNCHEON AT EL MIRADOR

The El Mirador Hotel was the place chosen by Mrs. Wilber Downs to entertain with a luncheon at noon today (Friday).

Enjoying lunch and sun-lazing as guests of Mrs. Downs were Mrs. Bradstreet Miller, Mrs. Horace Pendery, Mrs. A. V. Linkletter, Mrs. John W. Williams, Mrs. Merrill Crockett, Mrs. Gordon Nicholson, Mrs. Henry Clock, and Mrs. Harold Tracy.

FAREWELL PARTY FOR ARMAND TURONNETS

A number of friends of Mr. and Mrs. Armand Turonnet gathered at the Doll House last Thursday evening for dinner to celebrate the going away of the Turonnets who left this Wednesday for South America.

Included in the party were Mr. and Mrs. Alvin Weingarten, Mr. and Mrs. John Sprague, Mr. and Mrs. Homer Jenkins, Mr. and Mrs. Gordon Nicholson, Mr. and Mrs. Merrill Crockett, and Mr. and Mrs. Turonnet.

VISIT MUNHOLLANDS

Spending Circus Week and part of this week at the home of Mr. and Mrs. John Munholland were Mr. and Mrs. Hal Hotchkiss of San Diego and Dr. and Mrs. Otto Keene of Kansas City, Kansas.

Mr. and Mrs. George Housman left for Los Angeles Wednesday and will remain there over the week-end.

Mr. and Mrs. Leonard W. Proctor of New York left Friday after spending the past three weeks at the home of Mr. and Mrs. John S. Jenkins.

Spending a few days with Mrs. Wilber Downs are her mother, Mrs. C. F. Maxson and her brother, Vernon Maxson and son, Vernon, Jr.; all of Los Angeles.

Sat. Night Dance Ends Circus Week

Saturday evening's dinner dance at the Desert Inn was one of the gayest resort parties of the season, with several of the guests continuing their festivities at the Racquet Club's Ball after midnight.

Presiding over the large group of young people at the dinner dance were Dodo Bundy, junior hostess, Betty and Owen Coffman and Ruth Roberson. Those who joined them included Almarine Adams of Hollywood, who is sojourning at the hotel; the attractive twins, Mary and Betts Brown, Stanford students here for the holidays at the Desert Inn with their parents, Mr. and Mrs. Lewis Brown, of Greenwich, Conn.; Cecil and Bill Saunders of Hawaii, and students at U. S. C. and Stanford, respectively; and Roger Manwaring of Stanford, member of Phi Gamma Delta, the same fraternity which claims Owen Coffman as a member.

A gala birthday celebration, with a beautifully decorated cake and a toast of champagne honored W. H. B. Kilner of Los Angeles at the Desert Inn dinner dance. Joining him on the happy occasion were his wife, Mrs. Kilner, his daughter and son-in-law, Marjorie and Jack Ivey of Long Beach, and Mr. and Mrs. Eugene Letts of Los Angeles. They vacationed at the Desert Inn together during Circus Week.

Another gay table at the dinner dance was made up by Mr. and Mrs. C. O. Lillyblade of Chicago, who are sojourning at the Inn, and four other season guests, Fred Wolvin and Miss Ella Neilson of Duluth, Minn., and Mr. and Mrs. Carl Spitzer.

The Earl Coffmans entertained at dinner Mr. and Mrs. Virgil Davidson of Los Angeles and Mr. and Mrs. H. H. Quackenbush, formerly of Palm Springs and now of Flagstaff, Arizona. Both couples were house guests of the Coffmans during Circus Week, at the Desert Inn.

Mrs. Nellie N. Coffman attended the dinner party at the hotel with her week-end house guests, Mr. and Mrs. James Swinnerton, who have been visiting Palm Springs for thirty seasons. Mr. Swinnerton is the famous artist.

John Campbell of Burbank joined his cousins, the A. B. Campbell family, at the Desert Inn for the week-end, and they all were present at the dinner dance. John escorted his cousin, Miss Jean Campbell, to the Racquet Club later in the evening. Mr. Campbell flew out from New York City this week to join his family at the Inn, where they have been guests for the past five weeks.

Mr. and Mrs. Thomas O'Donnell attended the dinner dance at the Desert Inn with Mr. and Mrs. Charles Townsend Baisley.

EASTERN GUESTS ARRIVE AT LA MIRADA

Mr. and Mrs. Walter M. Gadsby of Portland, Oregon, are guests of La Mirada Bungalows. Miss Virginia, their attractive daughter, who is a student at Stanford, spent the week-end here visiting them and returned to Stanford Monday.

Mr. and Mrs. Baynard H. Kendrick of Hartford, Connecticut, have also taken a cottage at La Mirada. Mr. Kendrick is familiar to us all as the writer of mystery stories of the blind detective with the seeing eye dog.

They have taken the same cottage formerly occupied by Mr. and Mrs. Les Charteris during the time of the fire at La Mirada in 1938 when a number of his manuscripts were burned. Mr. Charteris gave us the Beloved Saint and is well known in Palm Springs.

GATHERING OF PORTLAND FRIENDS THURSDAY EVENING

Mr. and Mrs. W. J. Lyons who are vacationing at La Mirada Bungalows entertained a number of their Portland, Oregon, friends with a cocktail party at their cottage Thursday evening, later going to the Doll House for dinner. Guests included Mr. and Mrs. Walter Gadsby, Mr. and Mrs. Frank Camp, Mr. and Mrs. Tom Autzer, and Mr. and Mrs. Karl Kumpe of Palm Springs.

A house guest at the home of Dr. and Mrs. Jack Hill this week is Miss Alta Webb of San Francisco.

Lykken's Department Store

Dovie Colley Leaves Here Soon

With a pleasant trip in view, Mrs. Dovie Golden Colley, hostess at El Mirador Hotel, will leave shortly for her home in Arkadelphia, Arkansas, where she will stay until May 3 when she sails on the Grace line "Santa Lucia" for an extended trip throughout South America. She will visit Cristobal, Balboa and Colon in the Panama Canal, then go down the west side of South America to Valparaiso where she will board a Pan American Airways plane and fly over to Buenos Aires.

The return trip will be made on the "S. S. Uruguay" and she will stop at such important ports as Montevideo, Santos and Rio de Janeiro up the east coast.

On reaching New York, Mrs. Colley will go to Jasper Park, in Canada for her second year as hostess at Jasper Park Lodge. Mrs. Colley finishes her fourth year at El Mirador as hostess.

Seen at La Mirada

Mr. Gadsby having his picture taken in his ten-gallon hat and shorts under the Joshua tree.

The bird watchers of La Mirada spying on the household of Mrs. Fly-catcher and "ohing" and "ahing" as she feeds her children two-inch bugs or flies.

Six pretty nurses from the Good Samaritan Hospital in Los Angeles having lunch under the big umbrella tree.

Mrs. Mickle and Miss Dennam trying to prepare breakfast at the barbecue and stay under the umbrella.

Miss Tennant giving a thrilling performance on the bicycle in the evening.

NOTED PLAYWRIGHT VISITS VILLAGE

Aurania Rouveral, well known playwright and author of the Judge Hardy family's original story, was a guest at the Desert Inn this week. She visited her friend, Mrs. James R. Hobbs, of New York City.

Ann Sothorn, film actress, and her husband, Roger Pryor, band leader, were luncheon guests this week at the Desert Inn with Norman Krasne, ace scenario writer of Hollywood. Mr. Krasne has been vacationing at the Inn with the Billy Wilkersons, new-laws. Mr. Wilkerson is owner of the swank Los Angeles restaurant and night club, Ciro's, and the Hollywood Reporter.

LUNCHEON PRECEDES CLUB MEETING

Mrs. Ralph Clock and Mrs. Henry Clock were hostesses at a luncheon Monday noon preceding the regular meeting of the Woman's Club at the home of Mrs. Ralph Clock.

A delightful luncheon was served and guests included the following ladies: Mrs. Thomas O'Donnell, Mrs. Charles Baisley, Mrs. John Munholland, Mrs. Herbert Carpenter, Mrs. Karl Kumpe, Mrs. Wilber Downs, Mrs. Charles Clock of Redlands and the two hostesses.

LOS ANGELES FOLK VISITING CORSANTS

House guests of Dr. and Mrs. Charles King Corsant at Chedra Corner this past week included Mrs. Guy Woodin and her daughter and son-in-law, Mr. and Mrs. Theodore Bunch (Jane Woodin), prominent socialites of Los Angeles.

Mr. and Mrs. Orville Thompson of Los Angeles also spent several days here.

Miss Marion Saltmarsh, niece of Mrs. Merrill Crockett, is spending a few days at the home of the Crocketts and will return to her home at Lake Arrowhead this week-end.

DISCOUNT SALE

Up to 25% On All Merchandise
MANY ITEMS

One-Half Price

Gorgeous Necklaces . . . Bracelets . . . Rings

Locketts . . . Brooches

Also Costume Jewelry from 95c up

Cigarette Boxes . . . Ashtrays . . . Dolls

Linens . . . Beautiful Belts and Other

Desirable Gifts Too Numerous to Mention

SHOP OF CHARM
CARNELL BUILDING

Young Folk Gather For Western Dance

On Thursday evening of last week 25 little friends of Jeanne Martineau gathered at her home for a Western dance as guests of Jeanne. Punch, sandwiches and other refreshments were served. The guests danced in the patio and in the house.

The party included: Donna Crockett, Doris Neel, Norma Webb, Marian Williams, Helen Louise Williams, Norma Rich, Marjorie Hohl, Helene Hanbury, Bettie Willard, Margaret Billington, Patsy King, Marie Starkey and Suzanne Williams.

Gordon Shaw, Billy Bob Shaw, Gordon Nicholson, Leet Gilbert, Gene Morgan, Harold Tuchfarber, Glenwood Tomkins, Ben Miller, Robert Belyea, John Downs, Glenn Evans and Clarence Nicholson.

Connie Vachon Now At Santa Barbara

Miss Constance Vachon, publicity writer for El Mirador Hotel, departed Monday for Santa Barbara, where she is assuming a new job in the same capacity for the Santa Barbara Biltmore.

The hotel will open the first week in May. Miss Vachon spent last summer at the Samarkand hotel in Santa Barbara, where she directed publicity for Jack Downey, manager for that season, better known here for his fine work as resident manager of El Mirador. Miss Vachon hopes to return to El Mirador again next season.

Robert Beerman, photographer, also departed this week and returned to his former position with Art Carter at Hollywood Pictorial in the glamorous role of photographing the motion picture stars. Mr. Beerman has done a nice job of photography for both El Mirador and Palm Springs.

REDLANDS CLUB HOLDS ANNUAL DINNER DANCE HERE

A dinner dance on Friday evening at the Desert Inn, April 12, will mark the annual party held by the Soki Somaj club of the University of Redlands. The organization is for freshman girls and officers of the club are Rita Hentschke, president; Jan Wine-man, vice-president; Betty Wagner, secretary; Shirley Hubbard, social chairman; Norma Gunter, representative, and Pat Weaver, treasurer.

L. A. NEWLYWEDS HONEYMOON HERE

Honeymooning at the Desert Inn this week were the prominent Los Angeles newlyweds, Dr. and Mrs. Eugene F. Dyer, who flew to Yuma last Thursday in Dr. Dyer's Dart plane and recited their wedding vows.

The bride was the former Miss Marjorie Stooddy of Columbus, Ohio and Los Angeles, daughter of Rev. and Mrs. H. W. Stooddy of Columbus.

COCKTAIL PARTY SATURDAY NIGHT

A most attractive party the night of the Big Top Ball was the cocktail party at El Mirador tennis club house given by Mr. and Mrs. E. K. Bishop of Aberdeen, Washington, and Mr. and Mrs. Ruben Fleet. The occasion honored Mr. and Mrs. David Fleet and Mr. and Mrs. Al Nelson of San Diego.

Guests enjoyed cocktails and entertainment before going on to the Big Top Ball.

Alma May Cook, art commentator for the Los Angeles Herald-Express, is visiting with Mrs. Harriet Day and June Day over the week-end.

Dorothy Oliver Presents Pupils In Recital

Dorothy Oliver will present her dancing pupils in the fourth annual dance recital at the Frances S. Stevens school auditorium Saturday evening at 7:45.

The public is invited to this performance and the following children will participate: Marilyn Denton, Norma Jean Mabrey, Joanne Tuttle, Betty Ann Lilley, Lora Lee Faulk, Diane Crandall, Lola Jean Stevenson, Carol Ann Stevenson, Sandra Pritchard, Mary Louise King, Almetta Wells and Shirley McGoren. Mrs. Ruth Duncan is the piano accompanist.

Mrs. O'Donnell Luncheon Hostess

One of the most enjoyable affairs given in Palm Springs this season was the luncheon with which Mrs. Thomas O'Donnell entertained Tuesday afternoon at her home on the Desert Golf Course. About 100 ladies were invited to be guests at the hospitable O'Donnell home.

Tables for luncheon were placed in the sun-room, providing a beautiful view of the lawn-covered course. Spring blossoms were used to decorate the tables.

The ladies visited after the luncheon.

CLATWORTHYS LEAVE FOR ESTES PARK

Mr. and Mrs. Fred Payne Clatworthy and daughter, Helen, left the village Thursday afternoon for Fresno to spend the week-end with their son and brother, Fred, Jr., and then will leave for Estes Park, Colorado, where they will remain for the summer.

ENTERTAIN FOR TEXAS FRIENDS

Norman Jackson, assistant manager of Hotel del Tahquitz, and Mrs. Jackson, celebrated a reunion with old friends from Texas, this week, entertaining at cocktails: Guy Waggoner, wealthy oil baron, of Fort Worth, Texas; Royal C. Miller, owner of deluxe auto motels in Texas, from Dallas; Mr. and Mrs. Tom Mix and Buck Jones, of motion pictures, from Hollywood.

McKENNAs LEAVE FOR SALT LAKE CITY

Mr. and Mrs. J. P. McKenna, who have been spending a few weeks with Mrs. McKenna's sister, Mrs. Nellie King, left Saturday morning by train for their home in Salt Lake City where Mr. McKenna is connected with the Western Pacific Railway.

Mrs. McKenna is also the sister of the late Nora O'Sullivan and was called to Palm Springs on account of the death of her sister.

Mrs. Lora Woodhead Steere, famous sculptress, and her mother, Mrs. C. B. Woodhead of Los Angeles, are at present visiting at La Mirada Bungalows.

Mr. and Mrs. Paul Clark from Hermosa Beach, former residents of Palm Springs, are visiting friends here over the week-end.

Desert Inn Gallery Shows Work of Maynard Dixon

By HARRIET A. DAY

In our midst; we hope to stay, Maynard Dixon comes to the desert after thirty years in San Francisco. The famous Dixon studio on Montgomery street has been dismantled. Indian relics and paintings collected over a period of years—the buffalo skulls, ancient saddles, all have been sold—leaving a veil of color not to be forgotten by San Francisco people or by his many friends from many lands.

We welcome Mr. Dixon and his charming wife, an artist in her own right. We, who know you and have followed your work for years, wish you well. We want you to find that which you have come for—health, happiness and new inspiration for work. We look forward to what you are going to do with our desert. It will not be a pretty sentimental desert, but strong in structure of bold design, sunlight and hot and arid.

Arthur Millier, art critic on the Los Angeles Times says, "Maynard Dixon's paintings of the desert is a silent rebuke to the phony desert romancers. He loves the land so well that close analysis of its line, tone and color cannot chill his ardor for it."

Ten new canvases are hung in the Desert Inn Gallery until April 20. All visitors are welcome.

RUDY VALLEE AND DARYL HARPA STAGE IMPROMPTU SHOW

Last Saturday night during the El Mirador dinner dance Rudy Vallee, together with Daryl Harpa and his popular Americong band staged an impromptu show that made a great hit with the guests.

Rudy had them "doubled up in their seats" with laughter when he sang "Lydia the Tattooed Lady," the song with which he also scored such a success recently at the National Orange Show. Rudy also sang his version of "Mad Dogs and Englishmen Go Out in the Midday Sun."

Time Magazine's former foreign editor, Robert Neville, who is now foreign editor of the new publication "P. M.," is vacationing at the Desert Inn. Mr. Neville has many interesting experiences to relate which occurred during his recent trip abroad.

Mr. and Mrs. James Swinnerton are spending a few days here as guests of The Desert Inn.

Attractive San Marino socialite, Mrs. August Uihlein Pabst, is sunning at the Desert Inn.

Miss Peggy Mills and Miss Helen Payne of Los Angeles were guests of Mrs. Yerkes at La Mirada over the week-end. Miss Mills is of the firm of H. B. Mills and Co. there.

Clara Porter, Ltd.
FINE JEWELRY

In El Mirador Hotel
Palm Springs

Be Sure And Attend . . .

NERAD'S CLEARANCE SALE ALL LAWN FURNITURE MUST GO

This Is Our Fifth Season In The Home Closing and Opening Service

In this service we include the Cleaning of Rugs and Drapes, Waxing Floors, even the Making of Beds.

A good time to have your rugs cleaned and furniture upholstered is during the summer months. Then is the time to get everything in readiness for your return.

ALL WORK DONE IN OUR SHOPS IN PALM SPRINGS

J. G. NERAD

377 N. Indian Avenue

Phone 3722

CLASSIFIED ADS

★ LOST FOUND FOR RENT FOR SALE HELP WANTED BARGAINS ★
 Legal Notices - Real Estate - Opportunities

For Sale

IMAGINE—On Palm Canyon Drive boulevard—Frontage Corner 100 ft. by 250 feet deep only \$30 a front foot. Adjoining 100 ft. at \$22 a front foot. Easy terms. Never again—Don't miss this steal.

HOUSE—2-bedroom. Brand new. Livable the year around. Only \$2950. Your terms.

HOUSE, 3-bedrooms, two baths. Furnished by Barker Bros. Ideal location. Reduced from \$7,000 to \$4750 for quick sale. Not only a nice home, but a good income investment. See this bargain today.

— also —
SEVERAL LOTS—Resales. Offered far below tract prices.

For the Best Buys in Town See

PETE SHEPTENKO
 PIONEER REALTY CO.
 457 N. Palm Canyon Dr.
 Phone 7366

FOR SALE—100-foot income lot. 1 block off Palm Canyon Drive. Owner must sacrifice this property. Price reduced to \$695. Terms. Hancock, 437 No. Palm Canyon Drive. s36

FOR SALE—A very fine 3-bedroom home. Recently built. Nicely furnished; large lot; fenced. Two-car garage. Worth \$7500; will sell for \$5250. Also have 2 corner connecting duplex lots, facing on 3 fine streets, total size 210x100. Market value of each lot today is \$1450. Will sell both lots for \$1200 cash. See Barney Johnson, with William J. Cross, 861 N. Palm Canyon Drive. s36

4000 SQUARE FEET floor space covered with Used Furniture and other merchandise bargains marked in plain figures at lowest cash prices. Shoppers welcome. On South side entering Banning from east. O. H. Tetzlaff, 952 E. Ramsey St., Banning. s11tf

Rubber Stamps
 AT THE
DESERT SUN
 290 N. Palm Canyon Dr.
 Phone 3594

RATES
 For Classified Ads

RATES FOR CLASSIFIED ADVERTISING — When full payment for one or more classified ads is made in ADVANCE, the cost is two cents per word for the first insertion with a minimum of thirty-five cents for the first insertion of any one ad. Subsequent consecutive insertions run at the rate of one cent per word with a minimum of twenty cents per ad. ABOVE RATES EFFECTIVE ONLY WHEN PAID IN ADVANCE.

Customers having active charge accounts at our office may have classified advertising charged to their accounts.

The Desert Sun

For Rent

FOR RENT—Spend the hot summer months at Balboa. Fine boating, swimming, fishing, golfing, etc. For rentals and real estate phone Mike Flavin, 5322, or W. L. Jordan, phone 7819. s35-tf

FOR RENT—4-room modern furnished house. Newly decorated; garage; trees and flowers. 917 East Nicolet St., Banning. s36p

FOR RENT—Attractive furnished modern cottage; private bath, \$12.00 per month. Also room and board if desired. 917 East Nicolet St., Banning. s36p

FOR RENT—New 4-room furnished apartment in Casa de Monte Vista. 1040 California Ave., Beaumont. s36-37p-tf

FOR RENT—Hotel rooms, neat and clean. Reduced rates for remainder of season. 572 South Indian Avenue. s36

FOR RENT — FURNISHED — April to October, enjoy cool summer breeze and unexcelled view of rocky shore line in exclusive—never rented before—Laguna Beach ocean front home, 3 bedrooms, maid's room, 2-car garage. Owner, Wendt, 2325 North Catalina, Hollywood, phone Hollywood 6363. Keys at Leach Realty Company, Laguna. s34-36-p

INEXPENSIVE ROOMS — Very neat, clean and comfortable. Special rates by the month. ANDREAS INN, 138 Andreas Road. s6-tf

Lost and Found

LOST—Small blue leather coin purse. Reward. Phone 7962. s36

Wanted

YOUNG WOMEN would like small apartment or room in private home in exchange for services for month of April and May. Telephone 3432. Box 493. s36

WANTED TO BUY—Used Leica and extra lens, Ward's Camera Shop, 288 North Palm Canyon Drive. s36p

ROOM WANTED — Business girl would like room in private home for month of April and May. Kitchen privileges. Phone 3432 or write Box 493, Palm Springs. s36p

Work Wanted

WORK WANTED—Experienced responsible lady wishes apartment house or hotel to manage for next season. Write Box 1165 or phone 5966.

WANTED — Steady work on ranch by dependable, capable man. Age 35. Understands horses and all-around work. Married, no children. Write J. J. J. 708 1/2 El Centro Ave., Hollywood, Calif. s36p

Pay telephone bills before the 30th and receive discount.

Wiefels & Son
 FUNERAL DIRECTORS
 Phone 3162
 50 East Nicolet Street
 BANNING

Our **Honest Belief** is you should **Buy Desert Now**
 The present low prices will soon be history.
 Listen to this . . .
 Acreage
\$15 - \$35 - \$87
\$100 - \$200
 Lots in Cathedral City \$290 up, and furnished cottages \$1000 up.
 — See —
W. R. Hillery
 at Cathedral City
 Phone local exch. P. S. 3417

Work Wanted

RELIABLE WOMAN, wants work by day or hour. Catering, serving or general housework. Call 6790, ask for Mrs. Mellett. s22-tf

WORK WANTED FOR DOMESTIC HELP—Caretakers, chauffeurs, hotels and cafes, phone 6966, Palm Springs Employment Agency. s36-39

WORK WANTED—Filipino, cook, butler, highly recommended, experienced, pleasing disposition. References, Paris, France; Newport, R. I.; Park Avenue, New York; local, Los Angeles. Write 240 South Figueroa, Room 36, Raymond Apts., Los Angeles. r33-36p

Miscellaneous

WILL TRADE two beautiful Palm Springs lots, 66x135 each, near Mirador for equity in Los Angeles property. Owner, 614 N. Gardner, Los Angeles, California. s28-tf

MAN WANTED to take over established Air Conditioning business. Will furnish new demonstrator, office and prospects. Good summer income. See Pete Sheptenko, 457 North Palm Canyon Drive. Phone 7366.

Legal Notices

ROYAL PALMS HOTEL
 CERTIFICATE OF BUSINESS
 FICTITIOUS NAME
 The undersigned does hereby certify that he is conducting a Hotel business in the City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of ROYAL PALMS HOTEL, and that said firm is composed of the following person, whose name and address is as follows, to-wit:
 Earl T. Gray, Palm Springs, County of Riverside, State of California.
 Witness my hand this 5th day of March, 1940.
 EARL T. GRAY.
 State of California,) ss.
 County of Riverside)

On this 5th day of March, 1940, before me, F. G. Ingram, a Notary Public in and for said county, residing therein, duly commissioned and sworn, personally appeared Earl T. Gray, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same. Witness my hand and official seal.
 F. G. INGRAM.
 Notary Public in and for said County and State.
 My commission expires Sept. 24, 1942. S32-36

NOTICE
 Notice is hereby given that the annual meeting of the stockholders of the Palm Springs Water Company will be held at the principal place of business, namely, at the office of the Palm Springs Water Company at Palm Springs, County of Riverside, California, on Monday, the 8th day of April, 1940, at the hour of 10 o'clock A. M. for the purpose of electing directors for the ensuing year and for the transaction of all other business that may properly come before said meeting.
 JNO. P. HOLDITCH, Secretary. S35-36

Blanche Rose Kerner
 MUSIC INSTRUCTOR
 Announces the Forming of Music Clubs Starting April 8.
 ENROLL NOW
 Los Arboles Apts. Phone 4813

Wonderful Buy!
 A REAL DESERT HOME
 Consisting of 4 Bedrooms and 2 Baths, completely furnished Built on Two Large Lots, completely walled in. Unusual Patio. Fine Landscaping. Excellent View.
 The choice location of Palm Springs. Priced for Quick Cashout
\$7950
 Shown Without Obligation by
BILLY WRIGHT
 or
L. A. HANCOCK
 437 No. Palm Canyon Drive

District Realtors Meet In Banning

Real estate men and women from Riverside and San Bernardino counties and the eastern part of Los Angeles county, 114 strong, comprising the 14th District California Real Estate Association, met Friday evening at Banning for their regular monthly meeting presided over by Chairman Herman Walsh of Crestline.

Attending from Palm Springs were Rufus J. Chapman, president of the Palm Springs Realty Board and Miss Muriel Fulton. Both are from the office of Robert Ransom.

The Mexican-American Youth Association of Banning entertained during the dinner hour with a program of Mexican instrumental numbers, songs and dances. Other entertainment included old time songs by the Rim of the World quartette and Scotch songs by Jimmie Grant.

Presidents of the various boards were called upon to take a bow: They are James Wheat of Redlands, Rufus Chapman of Palm Springs, Vernon Evans of San Bernardino, Rose V. Smith of Ontario-Upland, Roy Robb of Twenty-nine Palms, James P. Burney of Fontana. Others introduced were Mrs. Lucille Dugan, state secretary of the women's division, Mrs. Cowgill, assistant secretary of the Riverside County Chamber of Commerce, and C. K. Cooper, president of the California Land Title Association. Mr. Ropp announced the Pioneer May Day celebration, May 4 and 5, at Twenty-nine Palms.

J. Drew Funk of Beaumont, president of the Banning-Beaumont real estate board, welcomed the visitors and W. F. Roberge of Banning spoke briefly telling of the decrease in population due to the departure of the aqueduct workers, but stated that most of the houses remaining unrented were in need of repairs. Frank L. Whitelock, former president of the 14th District, replied to the address of welcome.

All Talks Short

All talks were limited to twenty minutes or less. The first speaker was Clarence Urban, state real estate commissioner, who told of the effort now being made to make real estate a high class profession with stiffer examinations, so that anyone who passes them is well qualified for the work. Of the 35,652 licensees in the state last year, only three percent had legitimate complaints filed against them, he said.

Walter M. Halpin, contact representative of the Federal Housing Administration for Southern California, spoke on Title 1 and Title 2 loans. Congress in passing the FHA tried to eliminate depreciation by providing funds for repair and to add to buildings, he said. This is purely a character loan and extends only to June 30, 1941. Title 2, he explained, embraces refinancing or construction of new buildings.

Twenty years ago with the help of Miss Carrie Cahill of Banning, he tried to establish a real estate board in that city, Glenn D. Willaman, state secretary of the California Real Estate Association, said. He paid a tribute to Senator John Phillips for his work in the state legislature, and spoke of the serious tax situation with 21 percent of the income of everyone in the state now going for taxes.

Healthy Condition

"Everywhere we find a healthy condition of real estate despite taxation," said H. L. Gianetti, president of the California Real Estate Association. A home can now be secured at the best terms ever offered any people by a government, he declared.

Oscar O. Reed of Fresno, for 10 years president of the CREA farm division, declared that he believed agriculture in California was in its infancy, and the conservation of water would bring more and more acres into production.

Former Governor Frank Merriam in a humorous vein invited the state association to Long Beach for their convention this fall.

Legal Notices

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES
 April 1, 1940.
 To Whom It May Concern: Notice is hereby given that fifteen days after the above date, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:
 Royal Palms Cafe & Lounge, 220 No. Palm Canyon Dr., Palm Springs.
 Pursuant to such intention, the undersigned is applying to the State Board of Equalization for issuance of an alcoholic beverage license for these premises as follows:
 Transfer:
 On-Sale Distilled Spirits Quarterly.
 On-Sale Beer and Wine.
 Anyone desiring to protest the issuance of such license may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law.
 EARL T. GRAY.

Clean Cotton Rags Wanted at Record Office, 5c lb. hr-tf

Cathedral City

By W. R. HILLERY

WANT HIGHWAY 111 IMPROVED

The fine four-lane highway that will run from Beaumont to Whitewater and work on which is now actually under way in the engineers office is the result of a united Riverside county. On the 26th of this month there will be held in Riverside a hearing by the California Highway Commission, Through the various County Chambers of Commerce, committees will formulate a program to present to the commission. Road projects, state and county, are numbered in the order of importance as determined by committee hearings and then number one is urged as of first importance for reconstruction or repair as the case might be, and after that then number two and so on.

Locally we shall ask that something be done with Highway 111 from the east city limits of Palm Springs to a point two miles east and also that the two death curves a half mile east of Cathedral City be "doctored."

CULVER NICHOLS ADDRESSES CHAMBER

Culver Nichols of the County Planning Commission appeared by invitation at the Chamber of Commerce board meeting at the Town Hall on Tuesday evening and displayed the map of the area from Whitewater along Highway 111 to the Palms-to-Pines highway and read the proposed ordinance that would govern the land use along the highway and two county roads for a distance of 500 feet from the center line of the road, each side. Certain interests opposed to such planned use are working against the extension of such zone to include not only Cathedral City but all roads except the highway from Palm Springs west to the junction with 99. Lack of interest by the citizenry may lose this most desirable protection to the approaches to this village. If there are any who can attend the hearing in Riverside on Tuesday they are asked to contact President Hillery of the Chamber of Commerce.

COTTAGE SOLD TO SAN DIEGO COUPLE

We would miss another issue of The Desert Sun if we took the time to get detailed information about an important real estate transaction that took place last week.

We understand that R. J. Landucci has sold the attractive cottage that was just completed for him last fall. The buyers are San Diego people and we are informed are of the type that every town wants for its community. Congratulations, Dick, you have sold three of your dwellings and each of them to fine people so we are glad to hear that you will again build and will remain with us.

It is reported that C. E. Cruncleton has sold a portion of his holdings in the village.

W. R. Hillery, acting for Randall Sparks, an early resident of Cathedral City, sold the Sparks half block next to the Sharples home to Long Beach parties.

GARBAGE DISPOSAL A PROBLEM

Sanitation is always a hurdle for any community. The problem is mostly the disposal of garbage in this village. Recently the sanitary committee of the Chamber of Commerce, headed by Dr. E. H. Brandt, has been aided by the efforts of Christina Lillian and of Frank Yoder. Cards have been made to place in each dwelling that instructs, relative to the segregation of refuse. Householders are asked to keep tin cans separate from the usual garbage to facilitate disposal by the pick-up man.

The next regular meeting and silver tea of the Cathedral City Woman's Club will be held on

Beach for their convention this fall.

The meeting was closed with a brief talk by Senator Phillips on the tax situation.

The next meeting will be held at March Field in April.

A very delicious menu consisting of tomato juice cocktail, gelatine fruit salad, baked ham, sweet potatoes, lima beans, rolls, butter, and relish, lemon pie and coffee were served by the Girl Scout Committee.

The tables were attractively decorated with sweetpeas and other garden flowers.

TUTORING
 ELEMENTARY AND HIGH SCHOOL SUBJECTS
 Edward H. Merritt
 Telephone 4161
 145 S. Indian Avenue

Wednesday, April 17 at 2:30 p. m., in Casa Repos, home of Mrs. Emma McMickle.

The Community church of Cathedral City will hold services in Town Hall on Sunday evening at 7:30 o'clock. Dr. Edward F. Evemeyer of Beverly Hills will give the message. You are invited to attend.

Mrs. Anna Ramberg has returned from a sanitarium and is greatly improved.

Mrs. Florine Keogh, who has been ill for some time has gone to Los Angeles to consult with her physician. We wish her a rapid recovery.

Mrs. Gyda Wheeler, who burned her foot severely, some time ago, is able to be about again.

Installation luncheon of the Cathedral City Woman's Club was held at the Totem Pole Cafe on Wednesday. The tables were beautifully decorated with mounds of sweet peas and fern, and a delicious luncheon was served.

The officers' table held place cards for the new officers and also the retiring officers.

The annual reports were read. The retiring president, Mrs. Emma McMickle, in her report, gave a summary of the outstanding activities of the club for the past year.

In her talk she emphasized the fact that the club had created and spread much friendship in the village. She also thanked her officers for their faithful co-operation.

After the luncheon the new officers were installed; with Mrs. Emma McMickle acting as installing officer. She gave a touching and complimentary tribute to the new president, Mrs. Mary Wolseth.

The installing ceremony was simple but impressive. After the ceremony the retiring president led the new president to her chair and presented her with the gavel.

President Mary Wolseth gave a lovely acceptance speech and promised to exact much activity from each member and the club as a whole, for the ensuing year.

With Mrs. Wolseth's fine qualifications we predict a very promising year for the club.

Each officer gave a talk; all were very interesting and inspiring.

A most delightful afternoon was enjoyed by a large attendance and all wish the new officers much success and God's blessings.

Let us serve instead of rule, knock instead of push at the door of human hearts, and allow to each and every one the same rights and privileges that we claim for our selves. — Mary Baker Eddy.

A purpose underlies character, culture, position, attainment of every sort.—Munger.

Pay Telephone Bills before the 30th and receive your discount.

Dewey Leads State In Straw Vote

PALM SPRINGS REALTORS ATTEND C. R. E. A. MEETING AT BANNING

At the meeting of the California Real Estate Association in the Banning Woman's Club house, a straw vote was taken on the 29 presidential possibilities. The vote in Banning was as follows:

Dewey, R	51
Taft, R	35
Vandenberg, R	31
Johnson, Hiram, R	12
Landon, R	12
Roosevelt, D	12
Hull, D	10
Garner, D	7
Farley, D	5
LaGuardia, R	5
Gannett, R	4
Wheeler, D	4
Martin, R	4
Hoover, R	3
Bridges, Sen., R	2
Bankhead, D	1
Barton, R	1
Bricker, R	1
Fish, R	1
Jackson, D	1
McNary, R	1
McNutt, D	1
Wadsworth, R	1
Total	205

Republican	164
Democratic	41

Barkley, D., Byrd, D., Lodge, R., Murphy, D., Roberts, R., Smith, Al, D., whose names were also on the ballot, did not receive any votes.

The group voted overwhelmingly Republican, for out of a total of 205 votes cast, 164 were for Republicans and 41 Democratic.

The California Real Estate Association has been conducting a state-wide poll, and up to Thursday night 10,695 votes had been cast, of which 7348 were for Republican candidates, 2932 for Democratic, and 415 scattering candidates, party not listed.

Following is the state tabulation up to Thursday night, not including the poll taken in Banning:


Dewey, R	2228
Vandenberg, R	1405
Taft, R	1393
Roosevelt, D	901
Garner, D	678
Hoover, R	561
Johnson, Hiram, R	500
Hull, D	415
Martin, R	298
LaGuardia, R	281
McNutt, D	259
Farley, D	250
Wheeler, D	165
Landon, R	143
Gannett, R	137
Bridges, R	91
McNary, R	87
Bricker, R	85
Jackson, D	64
Lodge, R	60
Bankhead, D	51
Smith, Al, D	51
Byrd, D	49
Murphy, D	49
Barton, R	44
Roberts, R	35
Scattering	415
Total	10,695

BEAUTIFUL APARTMENT HOUSE
 Large corner, nicely landscaped. One of the choice locations in Palm Springs.
 INCOME OVER 20%
\$5000 down, terms
 Unusually Low Price
Best Buy in Palm Springs
 OWNER—437 No. Palm Canyon Drive

THRIFTY 5-10-25 STORE
 CENT
 Palm Canyon Drive at Amado

CALL 8295 for
 Laundry — Dry Cleaning — Linen Supply
 YOUR
Blue Seal Laundry
 Offers Every Modern Service at Money-saving Prices.
 Call Office on Palm Canyon Drive
 Next to El Mirador Garage

Comic Strips and Radio Gags



● Although comic papers and near-comedians work overtime on crude, alleged jokes about drug stores selling everything but drugs, the chief interest of every pharmacist worthy of the name is in the prolongation of life and the alleviation of suffering. If we had to part with every department in our store but one, the one we would keep would be the prescription department. It is here that we are privileged to co-operate with your doctor in relieving your ills, in restoring health to you and the members of your family. This brings to us far more satisfaction than we could hope to enjoy from any other department of the store. Consider us your prescriptionists.

El Paseo Pharmacy

HAROLD A. BROWN

800 North Palm Canyon Drive
Palm Springs Phone 7777

April Promises To Be Busy Month

(Continued from First Page)

other epical events, follows the quiet, restful months of April and May. At this time the village has the lazy atmosphere of some South Sea island village. Swimming is at its best in Palm Springs during April and May, both day and night swimming being equally enjoyable. The scenic and weather conditions are always fine during May.

May Good in 1923

Earl Coffman reports that in 1923 villagers did not suffer from Easterphobia as they do today. In the good old days nobody thought of Easter as the final curtain as some shop owners do now. In checking over old records this week Mr. Coffman found that in the middle of May, 1923, the Desert Inn only had three rooms available and reservations were still coming in.

Coffman says that for the first time in many years, however, numerous April reservations are now coming in from the East. This is due to several factors it is believed: favorable publicity, efforts of Eastern travel agencies, inclement weather in the East and the advertising carried on in national magazines by the Desert Inn and El Mirador.

During April of last season the Desert Inn had 60% capacity, and this April promises to be even better. During the first three weeks of April, 1939, the Desert Inn was filled to capacity with no available rooms.

Inn Open Until June 1

Because of the great faith of the Desert Inn owners in the quality of Palm Springs' weather during April and May, the hostelry is now in the midst of an advertising campaign in newspapers from Seattle to San Diego, preaching the virtues of spring at this resort. It is very interesting to note these advertisements state the Desert Inn is open until June 1.

Warren Pinney announced this week he hopes to keep the doors of El Mirador Hotel open until the last week in April, unless for some reason business falls way off.

A factor that should be a great help in attracting visitors to this resort during April and May is the large Palm Springs billboard

- Gardening
- Maintenance
- Landscaping

ALBERT GAUFF
Box 1052 Phone 5373

PLAZA GARAGE

"One Stop for Everything"

- MOTOR RECONDITIONING ...
Modern Tune-up facilities and Major Overhauling for all makes of cars.
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Body and Fender Work — Painting — Upholstering—Top and Glass Work.
- LUBRICATION - CAR SHAMPOOING - POLISHING

CADILLAC - LA SALLE - OLDSMOBILE
SALES AND SERVICE
Corner East Arenas Road and Indian Avenue

PHONES 3737 5122



By CARL BARKOW

The whole world is hoping and praying for the termination of the war in Europe, but the end doesn't seem to be in sight. It would end very quickly (probably would not have started) if some one could show the leaders of the belligerent nations what to do with the millions of men under arms and other millions engaged in the manufacture of war munitions if the armies were demobilized and the soldiers went home. This is strictly an economic war, nations fighting for foreign trade and colonies in order to provide work, food and homes for surplus populations—and yet the women of these countries are urged to bring more children into the world, to feed and clothe. Is it possible that the war must be kept going in order to avoid revolutions?

This may be a harsh thing to say, but America probably can't do anything about it until this country is ready to sacrifice its foreign trade and some other things that crowded Europe wants and needs. Until we are ready to do that, we may as well stay at home and take care of our own internal affairs so that we may never be forced to face the same problems that Europe now has.

We are told that the U. S. navy is inadequate to defend our two coast lines, yet this country proposes to defend the entire Western Hemisphere. Our admirals declare that when the present construction program is completed in 1945, the U. S. navy will be ample to defend continental America against one aggressor nation, but that it could not defend the coasts of North and South America. All concede there need be no fear of an invasion of the United States now or any time in the future. But, to be ready to defend the republics from our southern boundary to Cape Horn we must more than double the naval strength and recruit and equip an army of a million men, which cannot be done for some years.

We are told that the U. S. army has 240,500 officers and men and only 25,000 Garand rifles which are to replace the old Springfield rifle, and that it is the intention to recruit the army to 500,000 men who will need 150,000 such rifles, which cannot be delivered until 1942. What's the matter with American mass production? A modern automobile manufacture can manufacture more automobiles than that in one month. Does it take longer to make a rifle than an automobile?

Monday morning's mail included many letters which were consigned to the waste basket, unopened. This newspaper gets a double dose of requests for free publicity because of Palm Springs' buying power, and Monday's mail is exceptionally heavy for it is the accumulation of two days.

We wonder if the free publicity seekers have ever stopped to figure the waste of money in trying to avoid paying for advertising space. The letters this newspaper received Monday represented about \$1.50 in postage, another \$2.50 or more in cost of envelopes and stationery, and probably even more than that in stenographer's and clerk's hire for letter writing and mimeographing. Total about \$10.00. Multiply that by 600 newspapers and it is a total of \$6,000 worth of literature received in one day by California newspapers to clutter up the waste baskets.

Of course, there are those communities and organizations that actually make big news in which our readers are interested. Naturally, the newspapers are glad to get information from them, and print it. Invariably such groups also use advertising space liberally. Every town in California wants to know what the rest of the state is doing, and the reciprocity shown by the newspapers of the state in publicizing each other's communities is one of the foremost factors in building the state and in bringing more visitors to California.

Newspaper publishers, who are having a hard time to earn enough money to pay the multitudinous new taxes, become exceedingly irritated when they are forced to open stacks of letters in the vain hope of finding a check in one of the envelopes, and naturally they don't feel very kindly toward the free publicity seekers who have plenty of money to hire press agents and to pay for postage, and expect the newspapers to give away the only thing they have to sell—advertising space.

For instance, Monday's mail contained a 10-page letter from the California State Employment Service. We'll venture the guess that there isn't an edi-

CHURCH NEWS

PALM SPRINGS COMMUNITY CHURCH

Dr. J. R. Macartney, Minister and Sermon.
5:00 p.m.—Junior Christian Endeavor meeting.
7:00 p.m.—Young peoples League meeting.
Thursday:
7:30 p.m.—Evening Services.

CATHEDRAL CITY COMMUNITY CHURCH

Services every Sunday evening at 7:30 in Town Hall.
Also special musical program.

OUR LADY OF SOLITUDE CATHOLIC CHURCH

157 W. Alejo Street
Rev. Michael O'Connor, Pastor
Sunday masses: 6:30 a. m., 8:00 a. m. and 10:30 a. m.
Week day Masses: 7:00 a. m. and 8:00 a. m.
Lenten devotions: Wednesday and Friday evenings at 7:30.
Devotion to Our Sorrowful Mother every Friday afternoon at 4:30.

ST. PAUL'S IN THE DESERT EPISCOPAL CHURCH

Rev. Frederick M. Crane, Vicar
One service every Sunday in the Palm Springs Community church, corner Baristo Road and Cahuilla.
8:00 a. m.—Holy Communion and service

CHRISTIAN SCIENCE CHURCHES

"Truly in vain is salvation hoped for from the hills, and from the multitude of mountains: truly in the Lord our God is the salvation of Israel." This verse from Jeremiah is the Golden Text in the Lesson-Sermon on "Unreality" on Sunday in all Churches of Christ, Scientist.
The Lesson-Sermon includes these passages from Ecclesiastes: "I the Preacher was king over Israel in Jerusalem. And I gave my heart to seek and search out by wisdom concerning all things that are done under heaven: ... I have seen all the works that are done under the sun; and, behold, all is vanity and vexation of spirit. ... For in much wisdom is much grief; and he that increaseth knowledge increaseth sorrow." Paul's words to the Corinthians are also presented: "Let no man deceive himself. If any man among you seemeth to be wise in this world, let him become a fool, that he may be wise. For the wisdom of this world is foolishness with God."
Among the selections from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy are the statements: "How true it is that whatever is learned through material sense must be lost because such so-called knowledge is reversed by the spiritual facts of being in Science. That which material sense calls intangible, is found to be substance. What to material sense seems substance, becomes nothingness, as the sense-dream vanishes and reality appears."

Moorten Plants 100,000 Cacti At Museum

Industrious fellow is Slim Moorten of the interesting Slim's Museo Del Desierto on Indian Avenue.

His stock of cactus is running down, only something over 50,000 plants on hand. So Slim is replenishing the stock. He's setting out just a mere 100,000 plants within the next ten weeks. Some of these will be native cacti, the others small seedlings shipped in.

These cacti will be shipped during coming months to many parts of the world, says Moorten. The demand is particularly heavy between September and Christmas and heavy again in March, April and the first part of May.

Moorten says many people do not realize that wild flowers or shrubs if properly propagated, can be transplanted and grown successfully. He has a number of varieties at his establishment.

HANSON PUTHUFF IS GUEST HERE

One of the most famous of California landscape painters, that gentle and grand master of the brush and easel, Hanson Puthuff, was a village visitor last week-end.

Mr. Puthuff and his newly-married son and daughter-in-law, Mr. and Mrs. Paul Puthuff, were the guests of Mr. and Mrs. Paul Grimm, their close friends for a number of years. Mr. Grimm, Palm Springs' noted desert artist, occupied Puthuff's beautiful studio home in La Crescenta several summers ago and probably will do so again this summer.

tor in California who will read it. It requires all the time the newspaper men can find to earn enough money to pay the state employment tax, which, incidentally, is due again this month.

The "news release" from the California Physicians' Service would probably be interesting, if we had the time to read it. It is unethical for physicians to advertise, so we are sure we would not find a check or advertising order in the envelope — and therefore, into the waste basket it goes with all the rest.

And thus the press agents of the country are keeping the home fires burning in the incinerators back of 600 California newspaper offices with big news about candidates who would save the country, fishing barges surrounded by the biggest fish in the ocean, radio programs that everyone should hear, sponsored by people who otherwise ignore the newspapers — new fashions, factory products, farm news, live-stock news, poultry news, rabbit news, from all parts of the county, the state and country. If we used one-hundredth of a week's accumulation in this newspaper they wouldn't be room for local news, and if we attempted to read all of it, we wouldn't have time to gather local news. Consequently—the waste basket.

If that \$6,000 or more the free publicity seekers spend every day in trying to crash the California newspapers were spent for advertising space in the same newspapers, the publicity seekers would get results, and incidentally some free publicity with it, although it would be a jolt to the waste basket industry. The successful firms like Ford Motor Co., General Motors, Safeway, General Petroleum, and many others are smart enough to know that. That's why they are successful.

Highway Comm. To Study Valley

(Continued from Page One)

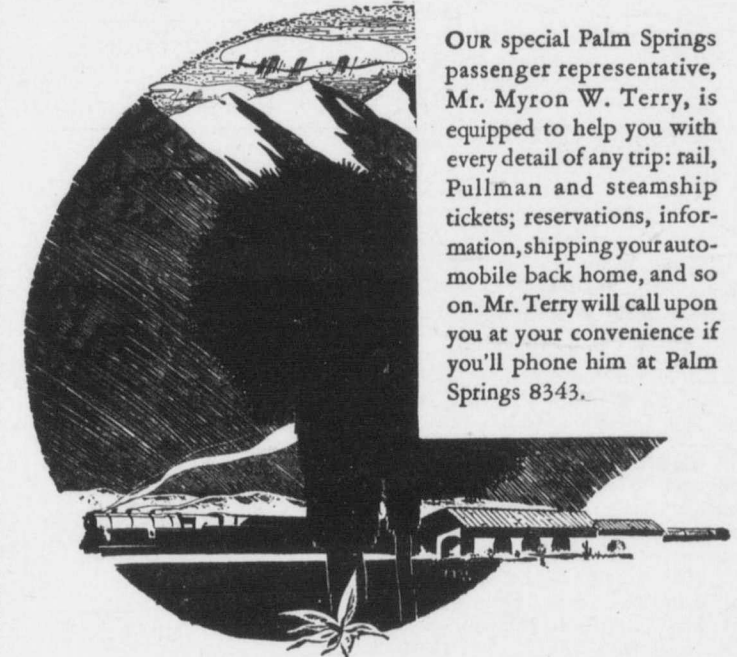
working to accomplish this. However, if the meeting is held at Indio in place of Palm Springs, a delegation from this community will travel to the neighboring city for the luncheon to tell the commission what Palm Springs needs in the way of road improvement.

To this end a meeting will probably be held in the village some time prior to the 18th of this month. The purpose of this meeting will be to formulate a unified road program for the Palm Springs area for presentation to the highway commission. This program would probably include a better road from Palm Springs to Cathedral City and from Palm Springs north to U. S. Highway 99, eliminating Windy Point and correcting the dangerous underpass just west of Palm Springs Station.

After the State Highway Commission has toured the county, holding meetings April 17, 18 and 19 to discuss road problems with leaders in various communities, it is reported the commission will hold a meeting on April 26 at the county courthouse in Riverside. At this meeting interested groups and individuals will be provided an opportunity to present their views on highway improvement to the State Highway Commission. The meeting on April 26 will be held in the supervisors' chamber.

If you wish success in life, make perseverance your bosom friend, experience your wise counsellor, caution your elder brother, and hope your guardian genius.—Addison.

COMPLETE TRAVEL SERVICE



Our special Palm Springs passenger representative, Mr. Myron W. Terry, is equipped to help you with every detail of any trip: rail, Pullman and steamship tickets; reservations, information, shipping your automobile back home, and so on. Mr. Terry will call upon you at your convenience if you'll phone him at Palm Springs 8343.

Southern Pacific

Facilities of our Palm Springs Station are also at your service at all times. The station is on our main transcontinental route, affording time-saving service via 4 fine, fast trains daily to the East and 2 afternoon trains for travel to Coast points. Depot phone 6513.

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